

Skills and Capabilities

- Proficient in Mac OS X Lion platform with advanced software skills in; Adobe Creative Suite 5.5 (InDesign, Illustrator, Photoshop, Acrobat Pro, Bridge), iWork Keynote for presentations, and MS Office applications
- Strong print design experience including editorial layout, typography, large scale signage and corporate branding
- Skilled in web development and digital animation using Dreamweaver, Premiere, AfterEffects, Flash, Media Encoder and basic HTML, CSS
- Independent project management experience from idea to completion
- Ability to work well in a collaborative team environment and provide training to designers
- Knowledge of printing, colour correction and pre-press processes

Education

- Advertising and Graphic Design Program, 2-Year Diploma
1999 - 2001, Humber College of Applied Arts & Technology, Etobicoke, ON
- Ontario Secondary School Diploma
1998, Woodlands Secondary School, Mississauga, ON

Professional Training and Continued Education

- Adobe InDesign CS5.5 Seminar
2011, MOGO Media at the Graphics Canada Trade Show
- Adobe Premiere CS5 Training Certificate
2011, Harper Burnham & Associates Certified Trainers
- Adobe After Effects CS4 Training Certificate
2010, Harper Burnham & Associates Certified Trainers
- Adobe InDesign and Flash CS4 Training
2010, Harper Burnham & Associates Certified Trainers
- Adobe Flash CS3 Training Certificate
2009, Harper Burnham & Associates Certified Trainers
- Adobe InDesign CS2 Training Certificate
2007, Harper Burnham & Associates Certified Trainers
- Photography Credit
2005, George Brown College
- Business Correspondence Writing Credit
2004, Ryerson University
- Magazine Design Credit
2002, Ryerson University, Technical and Aesthetic Magazine Design Training
- Flash 5.0 Training Workshop
2001, Netcor Information Technology and Soft Skills Training

Awards and Performance

- Recipient of the Scotiabank National Best of the Best award 2011
- Received 'Superior' performance rating for fiscal 2011 - highest rating on Scotiabank's performance scale

Experience

SCOTIABANK – Canadian Marketing Department (Nov. 2002 - Present), Toronto, ON Senior Graphic Designer, Level 7 Manager

- Design and execute mass print marketing initiatives, integrated Customer Communication, Sponsorships and ad hoc requests with consistency and ensure all materials produced conform to Scotiabank brand
- Develop product specific animated web banners, digital screen and video reel presentations
- Manage Design Studio (staff of 12+) during vacation periods
- Provide studio process and design training to freelance and junior designers
- Produce brand guidelines and reference materials that are followed by the Bank
- (2009 - 2011) Designed and maintained website for a literary sponsorship property > [View site](#)
- (2002 - 2006) Implemented and maintained Self Publishing System for online customization of local marketing materials - established templates, built collateral within the system and wrote websavvy, user-friendly instructional copy
- Manage all studio design assets and act as first point of contact for the distribution of graphics and logos
- Provide accurate reporting of job status and tracking of initiatives demonstrating production savings
- Collaborate with copy writers, legal department and translators ensuring accuracy for all materials developed
- Liaise with print and system suppliers for quality approval and troubleshooting
- Search and purchase stock imagery from preferred vendors

ETS ESCAPE ROUTES - Tour and Travel Operator (Jan. 2001 - June 2002), Mississauga, ON Graphic Designer

- Developed and maintained several concert and major sporting event websites for the largest global concert travel operator. Promotional materials produced for entertainment events throughout North America. Official tour highlights: Rolling Stones, Paul McCartney, Madonna, CSNY and U2
- Produced print marketing collateral and direct email advertising from concept, design, production and print

NEWAGE CONSULTING AND STAFFING – IT Firm (July 1999 – Dec. 2000), Scarborough, ON Graphic Designer

- Designed and implemented the brand
- Developed client websites, print collateral and client software
- Office management and direct client service responsibilities

Contract Clients

SPORTSWORLD CROSSING, Intermarket Inc., (August 2008), Kitchener/Toronto, ON
Designed and developed an Informative website for Kitchener's Sportsworld Crossing Development > [View site](#)

VINNIE'S SOCIAL CLUB AND DUNCAN STREET GRILL, (August 2000 – February 2001), Toronto, ON
Designed special event posters, magazine ads and menus

THE CROOKED CUE – Restaurant and Billiards, (August 2000 – 2009) , Mississauga, ON
Designed corporate business cards, menus, and Mississauga News award plaques

Internships

MISSISSAUGA NEWS - City Newspaper, (June - July 1999), Mississauga, ON
Assistant Advertising Editor

Fulfillments: Designed special feature layouts and designed the *Discover Mississauga* city publication

FLARE MAGAZINE - Maclean and Hunter's Fashion Magazine (April 1999), Toronto, ON
Editorial Intern