



# Art Director & User Interface Designer

## Profile

Resourceful and unswerving attention to detail. Extremely deadline and budget-oriented, with a passion for the creative process. An Art Director with over 20 years of experience in the graphic design and advertising industry. Extensive experience with conceptualizing print and digital marketing campaigns. Specializes in rebranding projects, where vast knowledge of design tools and coding languages are applied to create memorable marketing campaigns with long-lasting proven results.

## Career Accomplishments

### Art Direction/Design

- Oversee concept and development of print and digital Marketing programs in agency and client-side.
- Creating user interface and experience for online standardized testing.
- Produce OMR scannable testing materials.
- Ensuring meticulous attention to detail.

### Project Management

- Assigned work to freelancers based on work schedules to ensure deadlines are met.
- Work with clients and academic consultants to ensure timely delivery of customized materials.
- Manage printing costs for various products and work with vendors to ensure competitive pricing, quality control and timely delivery for all printed and digital materials.

### Web Development

- Built several mid-sized websites through using site architecture building techniques such as site maps and wire-framing to organize site content and user flo.
- Designed and implemented websites using Wordpress allowing clients 100% access to edit site content through Wordpress's Content Management System.

## Work Experience

### Full-Time

- Canadian Test Centre (2011 - Present)
- Ferrand Communications (2010 - 2011)
- FC&D Advertising (2001 - 2009)
- The Brand Factory (2001)
- Yellow Pages (1999 - 2001)

### Freelance

- Flow Marketing
- Blower Engineering
- Crakerjak Marketing
- The Marketing Garage
- Sony of Canada
- Select Sandwich

## Tools

### Software

- Indesign
- Illustrator
- Photoshop
- Premiere
- After Effects
- Audition
- Acrobat
- Media Encoder
- Quark
- Suitcase
- RightFont
- MS Word
- Powerpoint
- Excel

### Code/CMS

- MAMP
- Sublime Text
- HTML
- CSS
- Javascript
- Apache MySQL Database
- PHP
- cPanel
- Wordpress

## Education

- Seneca College Web Design (2010)
- George Brown College Web Design (2008 - 2009)
- George Brown College Advertising & Design (1995 - 1998)

## Awards

- CMA Gold
- Franchise Award Silver
- Franchise Award Bronze



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## Client List



## References

**Ted Jarvis**, President  
Flow Marketing

**Hao Huang**, Director  
Glentel

**Saleena Groves**, President  
Crakerjak

**Elly Miller**, Creative Director  
Mindsweat

## Interests

There are a lot of things that interest me. Growing up, my dad insisted I play soccer from an early age which gave birth to the idea that I was to be an athlete in life. I played many sports growing up but now I enjoy long-distance running and yoga. But what interests me the most is martial arts. I've practiced many different martial arts but the one I love the most and practice today is Brazilian Jiu-Jitsu. I train all the time and when I'm out with an injury, I miss it terribly. I even introduced Jiu-Jitsu to my daughter. But it's not all about Jiu-Jitsu. I am also a Pug lover and like to ponder life on long walks.