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Objective

To create and deliver successful communication strategies through the use of new media and collaboration with others.

Qualifications

- Developed promotional, marketing, and launch campaigns from concept to reality.
- Created campaigns that gained the attention of local and national media.
- Recipient of four marketing awards in recognition of creative design strategies.
- Always interested in attaining new skills

Employment

STUDIO GANG DESIGN

New Media Designer/Proprietor: May '96 - Present

- A one person freelance design studio specializing in new media.
- Also offering computer systems consulting and web site administration.

MACLAREN MCCANN INTERACTIVE

Art Director: August '99 - August '02

- Collaborate with creative director on new media projects, facilitating concept to reality.
- Created, art directed and designed large scale new media projects for national/multinational clients.
- Initiated, stand-alone and integrated, marketing strategies in conjunction with established television and print advertising campaigns (including integrated client presentations).
- Other responsibilities included mentoring fellow designers and interns; manage brand team; working directly with clients and vendors; project estimating; award submissions and art direction of photo/video shoots.

VIRTUAL SERVICES INC. (formally Apollo Entertainment Inc.)

New Media Designer/Website Administrator: March '97 - April '98

- Created and maintained content for three ecommerce web sites.
- Content included graphics, audio and video presentations.
- Increased sales through improved usability and content on all three sites.
- Other responsibilities included training employees; audio/video optimization; find new content delivery methods; work directly with clients and vendors; and art direction of photo/video shoots.

ANTIDYSFUNCTIONAL INC.

Visual Effects and Systems Coordinator: June '95 - Present

- Create, art direct and design visual presentations to accompany live performances.
- Maintain computer systems and audio hardware.
- Maintain and optimize online content.

Education

GEORGE BROWN COLLEGE

Web Design Certificate 1996

Desktop Publishing Foundation and Design Certificates 1996

Other Courses

Colour theory, drawing research & media rendering, design fundamentals & concepts, conceptual visualization & production, art history and typography.

Skills

- Excellent knowledge of key software for new media needs on Mac and PC.
- A knowledge of key software for video and sound production.
- Experience in the 360 degree branding and marketing strategy cycle.
- Proficient in maintaining Mac system software, applications and hardware.

Brands

General Motors (Pontiac, Hummer, Cadillac), Rogers, Rogaine(McNeil), Microsoft, Sony, Bacardi, Job Shark, Shin Sugino, Pontiac GMC Cup, Angstrom, Government of Canada, Visa, Dupont, Toronto Hydro, The Royal Bank, and Fuji Film.

Awards

- Digital Marketing Awards (2)
- Canne Cyber Lions (1)
- New York Festival (1)

Quick Links

- BACARDI SILVER CANADA - <http://www.bacardisilver.ca>
(Lead Art Direction and Design)
- GENERAL MOTORS OF CANADA - <http://www.gmcanada.com>
(Lead Art Director - Pontiac, Team - Cadillac, Hummer)
- PONTIAC GMC CUP - <http://www.gmcanada.com/cup>
(Lead Art Direction and Design)

Portfolio

<http://www.studiogang.com/design>