

SUMMARY OF QUALIFICATIONS

- Fluently bilingual, articulate and creative in English and French
- Strong traditional, environmental and new media design backgrounds in both the public and private sectors
- Solid understanding of social media to enhance print, web and integrated campaigns
- In-depth knowledge of software applications, tools, and printing processes
- Highly motivated and extremely effective in high-pressure situations
- Proficient in project management, decision-making, prioritizing and multitasking
- Strong organizational and management skills with exceptional attention to detail
- Time management on tight schedules ensuring completion of all stages of complex projects
- Supervision and motivation of staff, sales team, interns and contractors

PROFESSIONAL EXPERIENCE

Director, Interactive Services

Signals Design Group, Vancouver BC – January 2008 to Present

- Responsible for all interactive work, including web, multimedia and presentations
- Work closely with strategists and communicators to develop brand and integrated campaign strategies
- Manage projects from start to finish, assess client needs, staff requirements, manage the creative and development process
- Lead Interactive designer, providing planning, information design, concept development, motion graphics and programming
- Daily management and interaction with clients, vendors, contractors, staff and communication personnel
- Identify business development opportunities, plan and identify goals, operational objectives, approach and budget
- Preparation of client estimates, proposals, RFP/RFQ's, marketing/planning and invoices
- Actively seek additional projects/new business from new and existing client contacts

Art Director

Currency Museum of the Bank of Canada, Ottawa ON – October 2004 to January 2008

- Responsible for the design, layout and formatting of all Museum programming, promotional, and advertising materials; create and execute design concepts and develop artwork; manage the production flow
- Planning and creative development for interactive media, including the website, CD-Roms, presentations, kiosks, and exhibits
- Directed video and photo shoots for educational programming and promotional use
- Assessed advertising needs; manage the creative process and develop advertising strategies, including selection of media vehicles and estimating costs; ensure implementation of campaign strategies on time and within budget
- Prepared annual plans identifying goals, operational objectives, approach, budget and staff requirements
- Oversaw projects from start to finish: project planning, workflow management, vendor negotiations, print buying, cost control, quality control, and press checks
- Presented ideas, proposals and concepts clearly and persuasively for both internal and external partners; facilitated and chaired discussion groups and meetings

Web Manager

Currency Museum of the Bank of Canada, Ottawa ON – January 2004 to October 2004

- Prepared annual plans for the website identifying goals, operational objectives, approach, and budget
- Implemented the overall vision of the Museum on the Web; lead a series of multi-media projects relating to the ongoing development of the Museum's website to accomplish this
- Managed operations related to the website: created and coordinated the production of new content and the maintenance of existing content, ensured the accessibility of information, and managed the financial resources allocated to the site
- Conducted ongoing evaluation; implemented improvements, including the development of performance metrics and analysis
- Collaborated with internal and external contacts to ensure effective use of the site for fulfillment of the Museum's long term direction and planning

Creative Director / Principal

Spectromedia Design Inc., Ottawa ON – July 2000 to January 2004

- Provided Graphic Design, Advertising, Corporate Identity/Branding, Web Design, Web Application Development, Multimedia Production, Print Management/Consulting
- Designed and implemented corporate branding strategy and internal/external communications material including website
- Identified, procured and managed new and existing corporate accounts
- Daily management and interaction with clients, vendors, contractors, staff and sales team
- Project workflow consisting of briefing, estimating, coordinating and invoicing, accounts payable/receivable, inventory
- Increased efficiency by developing and maintaining quality control policies and procedures

Graphic Designer

Pure Graphics, Ottawa ON – September 1999 to June 2000

- Graphic design, desktop publishing, layout design, logos, digital composition and front-end Web design
- Prepress duties: trapping, overprint, positive film output (spot colour, 4 colour process, 6+ colour index)
- Managed production workflow, general office duties, customer service in person/on telephone and sales
- Network management/troubleshooting (Macintosh & Windows environments)

Manager of Screen Printing Department

Thread Illustrators, Ottawa ON – April 1998 to August 1998

- Initiated and completed all work orders, managed production workflow: client brief, estimating, design, film separations, screen preparation, ink prep, hands-on printing, packaging, invoicing, shipping
- Created custom artwork and output positive film separations
- Printing of 4 colour process and up to 6 spot colours
- Maintained inventory of garments and production supplies
- Supervised two assistants

EDUCATION AND TRAINING

Macromedia Authorized Training - Certificates (2001)

Inner Action, Ottawa ON

Dreamweaver, Fireworks, Flash, Director

Interactive Multimedia - Post-Diploma Certificate (2000-2001)

Algonquin College of Applied Arts and Technology, Ottawa ON

Studies included: planning and management, design and authoring, graphics and imaging, audio and video, motion graphics, 3D animation, Web programming languages

Graphic Communications (Graphic Design) - Diploma (1997-1999)

Canadore College of Applied Arts and Technology, North Bay ON

Studies included: visual design, illustration techniques, typography, electronic media, photography, traditional and electronic pre-press

COMPUTER AND TECHNICAL SKILLS

Software

- Adobe CS4: Illustrator, Photoshop, InDesign, Acrobat, Dreamweaver, Fireworks, Flash, Fireworks, Contribute
- Adobe Director, Shockwave
- QuarkXpress
- Microsoft Office, Project
- Strata 3D

Audio/Video

- Adobe CS4: Premiere Pro, After Effects, Soundbooth, Encore
- Apple Final Cut Studio 2: Final Cut Pro, DVD Studio Pro, LiveType, Soundtrack, Logic Pro, A.Pack, Quicktime
- Fast Video Machine

Programming & Application Development

(Apache on Unix / Windows IIS)

- DHTML, JavaScript, AJAX, PHP, Perl, ASP, CFML, XML/XSL
- Advanced ActionScript (Flash AS2, AS3), Lingo (Director)
- MySQL, Microsoft Access