

**CAREER HISTORY:**

02/2002–Present

**EMERSON DESIGN**

Toronto, Mississauga

Art Director/Graphic Designer

- › Maintain ongoing contact with Emerson's VP Marketing and Creative Director, ensuring understanding of project objectives and deliverables
- › Successfully manage and execute creative from concept development to production
- › Manage and apply ongoing changes and alterations; maintaining hands-on contact through all stages of project cycle
- › Create/post/send PDFs to clients for review/approval during all stages of project cycle
- › Learn and ensure accurate application of corporate brand standards; carefully review copy for brand 'voice' compliance when necessary; search brand site photography resources when applicable
- › Manage relationships with translators, writers and brand managers when applicable
- › Engage my coworkers, employer and clients respectfully, amicably and honestly

*Design and produce:* marketing material for print and online (PDFs), newsletters, annual reports and identities

*Clients:*

- › Cara Operations Limited
- › Federal Express Canada Ltd.
- › Lombard Canada Ltd.
- › Walt Disney World in Florida & Disney Cruise Line
- › Western Christian High School & College

**EDUCATION BACKGROUND:**

1984–1987

**SHERIDAN COLLEGE OF APPLIED ARTS & TECHNOLOGY**

Visual Arts — Graphic Design Program

**ACADEMIC RECOGNITION:**

1987 Sheridan College Board of Governors' Award

- › **Top honours graduate**

1985 Heinz-Jordan Award

- › Second year **outstanding academic achievement**

1984 Loomis &amp; Toles Award

- › First year **outstanding academic achievement**

*Additional part-time learning:* George Brown College (2008), Toronto Image Works (2009) and Ontario College of Art & Design (2010)

05/1994–09/2001

**DP&D COMMUNICATIONS**

Mississauga

Graphic Designer

- › Responsible for creative from initial design and concept development to delivery of final artwork
- › Presented creative to clients and maintained one-on-one contact on an ongoing basis during the project cycle
- › Art directed on-site photo shoots, collaborated with clients and photographers

*Designed and produced:*

annual reports, corporate brochures, newsletters and identities

*Clients:*

- › CIBC
- › Horizon Holidays of Canada
- › Praxair Canada
- › The Regional Municipality of York

03/1988–02/1994

**MIDDLETON & DOUBLE DESIGN CONSULTANTS**

Mississauga, Toronto

Graphic Designer

- › Participated with Creative Director/Partners on design and production
- › Responsible for creative from initial design and concept development to delivery of final artwork

*Designed and produced:*

annual reports, corporate brochures, newsletters

*Clients:*

- › Campbell, Godfrey & Lewtas
- › Canadian Home Shopping Network
- › Hewlett-Packard
- › INCO
- › Laventhol & Horwath
- › Ontario Women's Directorate

**PROFESSIONAL ATTRIBUTES:**

- › Attentive
- › Creative
- › Curious
- › Dependable
- › Detail-oriented
- › Client-focused
- › Organized
- › Patient
- › Quiet

**TECHNICAL ABILITIES:**

- › Adobe Acrobat
- › Adobe Illustrator CS 6
- › Adobe InDesign CS 6
- › Adobe Photoshop CS 6
- › Microsoft PowerPoint
- › Quark XPress

**MEMBERSHIPS & ACTIVITIES:**

- › **Registered Graphic Designers of Ontario** (2010)
- › Participate in RGD's annual Headstart Conference
  - critique student portfolios
- › Regularly attend RGD events: Future By Design and the annual Design Thinkers Conference
- › **Out of the Cold, Toronto**
- › Volunteered for two years serving meals to guests, St. Andrew's Church, King Street

**LEARN MORE:**

- › Visit my portfolio: **TOMBRANDED.COM**
- › Go beyond the portfolio. Learn more about me: **TOMCULTURE.COM**