



Qualifications

- » Over 15 years graphic design and advertising experience
- » Personable and approachable; easily builds relationships with clients and colleagues
- » Detail-oriented with the ability to maintain focus and consistency on long, complicated projects
- » Excellent sense of humour, handles stress well

Work Experience

2010 - present

Art Director / Senior Graphic Designer

The Tugboat Group, Vancouver, BC » tugboatgroup.com

- » Conceptualize, art direct and produce identities, print collateral, websites, and packaging.

Clients: Windset Farms, Mink Chocolates, Ministry Of Forests and Range / Forestry Innovation Investment, BC Construction Industry Training Organization, Reimer Alliance, and more.

2008 - 2010

Art Director / Graphic Designer

Chris Young Design, Vancouver, BC » chrisyoungdesign.com

- » Conceptualize, art direct and produce identities, websites, advertising campaigns, promotional pieces, packaging, editorial layout, generate interesting blog stories and lead social media campaigns.

Achievements: The Salient Group's corporate website – A project I started at Coercion Design was a complete redesign of the real estate developer's corporate website, including a major overhaul of their news blog and social media integration on Facebook and Twitter. In-depth content generation for their blog and e-newsletter expanded more into arts culture, beyond just the corporate news/media coverage. Lancaster Mall rebranding – Design and brand relaunch as part of the Saint John, New Brunswick mall's \$13 million revitalization including website, print ads and launch campaign.

Clients: The Salient Group, Coercion Design (see below), Chum Television (CityTV Vancouver), Twin Fish Creative, Free Agency Creative, Blenz Coffee, Peoples Jewellers and more.

2005 - 2008

Art Director / Senior Graphic Designer

Coercion Design, Vancouver, BC » coercion.ca

- » Conceptualize, art direct and produce branding and collateral for Coercion, an award-winning design studio who's focus is on many of Vancouver's real estate developers and historic conversion projects. Materials include branding, identity work, brochures, websites, direct mail and collateral.

Achievements: Using my web experience, I brought Coercion closer to a full-service studio, which previously concentrated on print projects within the real-estate marketing sector. This resulted in many more websites staying within Coercion's studio – keeping the project's branding more on-point, including corporate website redesigns for Intracorp, The Salient Group and the Townline Group of Companies.

Clients: The Salient Group, Townline Homes, Intracorp, Bogner Developments, Mosaic Homes and more.

2002 - 2007

Art Director / Graphic Designer, Brand Manager, Events Management

World Bicycle Sports, Burnaby, BC » worldbicyclesports.com | » macneilbmx.com | » tenpackbmx.com

- » Created and supervised all design and promotions for MacNeil Bikes, Ten Pack Distribution, the Metro Jam BMX contest series, and Pivotal Seats. Duties included producing brand identities, catalogues, posters, websites, copywriting and website news updates, in-studio product photography, and much more. Oversaw design, editing and production of four full-length action-sport commercially released DVDs.
- » Event Management includes large scale international televised sporting events for Red Bull energy drink in Whistler and Guadalajara, Mexico; in Singapore for the RushHD network; and Metro Jam events in Vancouver, Toronto and Kingston for the U.S. FuelTV network, as well as the ERA Elite Race Association.

Achievements: Utilizing several skill-sets across multiple platforms I elevated the worldwide reputation of World Bicycle Sports' many brands, and world-class professional athlete events including the Metro Jam BMX contest series in Singapore, Toronto and Vancouver over 5 years; and the revolutionary Red Bull Elevation contest series in Guadalajara and Whistler over 4 years.

2001 - 2003

Senior Graphic Designer

Twin Fish Creative, Vancouver, BC » twinfishcreative.com

» Created promotional collateral and advertising campaigns for a largely corporate client base.

Clients: Future Shop, Champion Sportswear, Stormtech Outerwear, Ryders Eyewear, Vincor Wine Distributors, Masev Communications and more.

2000 - 2001

Senior Graphic Designer

Sheldan Wood Creative Associates, Vancouver, BC » swca.ca

» Created identities, annual reports, campaigns, brochures, presentation folders, packaging, websites, and tradeshow booths for corporate clients such as BC Rail, Sun Peaks Resort, Forbes Medi-Tech, ReturnAssured.com, SoBe, Cool Canadian Water and Virgin Cola.

1994 - 2000

Graphic Designer, Artwork Production

Vivid Graphics Ltd, Vancouver, BC » vividgraphics.com

» Created promotional collateral such as kit folders, magazine campaigns, tradeshow booths, websites, and multimedia projects for a wide range of clients.

Education

1990 - 1994

Graphic Design and Advertising Program

Conestoga College of Applied Arts and Technology, Kitchener, Ontario

Design course covered all elements of graphic design and advertising; design, layout, packaging, pre-press, typography, illustration, photography, plus design fundamentals, colour theory and art history.

Computer Skills

Expert level computer experience – I've been using Macintosh computers since 1990. My software knowledge goes much deeper than just the Adobe Creative Suite. I'm well versed in print and web design applications, as well as video editing and planning software such as Omni Planner and Things.

Software knowledge includes all the latest versions of:

Adobe Creative Suite, Acrobat Pro, Quark XPress, Microsoft Office, FinalCut Pro, FileMaker Pro, Dreamweaver, Flash, Bridge, Aperture, Lightroom, Transmit, FontLab, Fontographer, Portfolio, Omni Planner, Things, DiskWarrior and many other utilities.

Proficient at HTML, PHP, CSS, and WordPress and Drupal CMS platforms.

Interests

Cycling, snowboarding, swimming, camping and hiking, photography, eco-friendly living, cooking, eating healthy, reading, writing, and am a huge fan of music.

Since 2004, I have held a position on the Board of Directors for the International BMX Freestyle Federation (IBMXFF), the international governing body of BMX Freestyle and a partner with Union Cyclists International (UCI), who is the bicycle governing body for the International Olympic Committee.

Board member of the Canadian BMX Freestyle Federation, Canada's national governing body of Freestyle BMX.

Vancouver Skatepark Coalition executive board member since 2000; working with the City of Vancouver and Vancouver Park Board creating better initiatives for youth.

References available upon request.