



## HIGHLIGHTS of QUALIFICATIONS

- » Quickly adaptive to new technologies & software
- » Demonstrated ability to understand & communicate goals, concepts & strategies
- » Creative & original expression of ideas for goal-oriented projects
- » High quality performance within tight time constraints
- » Hardworking & results oriented
- » Courteous customer service & cooperative teamwork skills

## EDUCATION

- // **HONOURS BACHELOR OF ARTS (2008)** » University of Toronto at Mississauga (UTM)
  - » Visual Culture & Communication (VCC) Specialist
  - » Joint program with Sheridan College - Trafalgar Campus
- // **DIGITAL COMMUNICATIONS CERTIFICATE (2008)** » Sheridan College - Trafalgar Campus

## SOFTWARE EXPERIENCE

- » Proficient with Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe InDesign CS3 & Microsoft Office 2008
- » Skilful with Corel Draw 12, Adobe Dreamweaver CS3 & Final Cut Pro
- » Experienced with Adobe Flash CS3 & Adobe After Effects CS3

## PLATFORM EXPERIENCE

- » High proficiency with both Windows and Mac OS X

## DESIGN EXPERIENCE

- FEB 2008-PRESENT // MARKETING COORDINATOR** » Clear Channel Outdoor (Toronto, ON)
  - » Maintaining & strengthening the branding efforts of a national marketing firm through printed documents & presentation materials
  - » Developing & producing multi-paged documents to be presented to reputable national advertising agencies & national airport authorities
  - » Graphically producing simulations of innovative marketing installations & concepts for use & implementation in advertising campaigns of multi-national brands & products
- AUG 2008-DEC 2008 // MULTIMEDIA PRODUCER & WEBMASTER** » SPRY Wrestling (Bolton, ON)
  - » Developing the branding efforts of an independent wrestling promotion & their monthly events.
  - » Production & maintenance of both textual & audio-visual web content (www.sprywrestling.com).
  - » Post-production of DVDs of monthly events & design of merchandise for sale to the general public.
- JULY 2006-PRESENT // GRAPHIC DESIGNER** » Shirley Tom Professional Corporation (Oakville, ON)
  - » In charge of producing professional grade materials for an accounting firm (logographic, letterhead, business cards).
- APR 2007-DEC 2007 // GRAPHIC DESIGNER** » Entripy Custom Clothing (Oakville, ON)
  - » Providing customers with digital proofs of requested garments.
  - » Ready images for spot print, 4-colour-process print & simulated print.
  - » Creative tasks including creating internet/e-mail ads and thank-you cards.
- JULY 2006-JAN 2008 // GRAPHIC DESIGNER** » Blind Duck Pub at UTM (Mississauga, ON)
  - » Independently redesigned menu layout that encapsulated restaurant's ambiance.



## DESIGN EXPERIENCE (CONT'D)

**SUMMER 2006 // COMMUNICATIONS COORDINATOR** » Knights Table Soup Kitchen (Brampton, ON)

- » Designed and updated professional-quality promotional materials (awareness brochure, multimedia presentations, event displays, posters).
- » Developed new layout and generated content for website ([www.knightstable.org](http://www.knightstable.org)).

**SUMMER 2006 // ADVERTISING COORDINATOR** » UTM Students' Union (Mississauga, ON)

- » Developed visual concepts & apparel designs for the 2006 UTM Orientation (Frosh).
- » Produced and prepared promotional materials for print (posters, postcards).

## VOLUNTEER EXPERIENCE

**SUMMER 2007 // APPAREL DESIGNER** » CCIT Club at UTM

- » Designer of the CCIT Club's inaugural Orientation event apparel.
- » Designed the 2007 CCIT Club's 2007 club t-shirt.

**SEPT 2006-MAY 2007 // WEBMASTER & GRAPHIC DESIGNER** » Knights Table Soup Kitchen (Brampton, ON)

- » In charge of keeping the content on [www.knightstable.org](http://www.knightstable.org) up to date.
- » Produce promotional materials for fundraiser events.

**JANUARY 2007 // WEB DEVELOPER** » MediaGenerator at UTM (Mississauga, ON)

- » Production of web-graphics and content updates using Mambo content management system.

## DESIGN AWARDS

**NOV 2007 // MEDIA GENERATOR AT UTM CULTURE JAMMING CONTEST** » Irony Beauty-Care Products

- » Manipulated design programs to prepare a product campaign that conceptually exploited marketing practices of the beauty-care industry.

## OTHER EXPERIENCE

**SEPT 2005-JAN 2006 // RETAIL SALES ASSOCIATE** » Sunrise Records & Ticketmaster (Brampton, ON)

- » Commended for customer assistance & music industry knowledge.

**JULY 2002-SEPT 2005 // FOOD & BEVERAGE SERVER** » Louisiana Seafood Restaurant (Brampton, ON)

- » Praised for quality service in a fast-paced working environment.

## INTERESTS & HOBBIES

- » Spending time with my daughter
- » Playing, recording, & listening to all genres of music
- » Attending concerts & collecting concert recordings
- » Researching & improving my design sense through personal design projects

» References available upon request.