



CREATIVE DIRECTION

PACKAGING

PRINT

IDENTITY

WEB

EDUCATION

ACADEMY OF ART UNIVERSITY BACHELORS OF FINE ARTS — *Graphic Design*

Attended 2006 to 2012 where I obtained experience in all essential fundamental areas of Graphic Design including, typography, print design, packaging design, web design, and identity design. Over the course of my studies I developed my computer skills working with a variety of computer design programs. I also developed a high level of production experience creating prototype mock-ups of books/brochures, packaging dielines, websites, and other various forms of printed and digital media. Portfolio design was showcased & acknowledged in an article for ROCKPAPERINK titled "Higher Learning" by Marry Scott (Head of A.A.U. Graphic Design Department).

EXPERIENCE

MONSTER PRODUCTS — 2016 - 2017

SENIOR DESIGNER

- Designed Monster Products CES 2017 Concert/Retailer Awards event collateral; double sided ticket, concert badges, program, digital invites, T-Shirt and poster.
- Worked directly with company founder & CEO Noel Lee on a variety of projects including but not limited to, special event signage & digital invites, partnership logos, apparel design, packaging, point of purchase displays, and poster/banner design.
- Mentored Junior Designers and Production Artists by providing creative direction, constructive feedback, proofing, and creating excitement around new projects.
- Designed Best Buy Point of Purchase displays for Monster Power, Monster HDMI, and the Monster Brand page for Best Buy Canada.
- Generated DriveTime holiday advertisements; Valentines Day, Fathers Day, Graduation, and Back to School, Christmas etc.
- Designed new HDMI packagings for Monster and PC Richards.
- Produced large format event signage combining high resolution 3D renders and lifestyle/celebrity imagery.
- Designed, revised, and generated illustrations for a variety of product literature (Manuals, Quick Start Guides, Stickers, and Inserts).
- Re-purposed existing ads/event installation art into various sizes for online web advertisements.
- Secured necessary assets for projects by communicating with internal staff, off-site contractors, and performing artists.

SIGNCRAFT — 2016

PRODUCTION DESIGNER

- Generated Enroute and CNC files for production of various materials for architectural signage.
- Prepared artwork and design schematics for outsourcing fabrication of monument signage and painting.
- Color matched Pantone, Kelly Moore, Dunn Edwards, etc. colors for signage printed out on both white and clear mediums.
- Created designs & formatted client provided artwork for sign fabrication.
- Preflighted all artwork/designs and applied bleed, color correction, and cut contours to all documents prior to printing on Roland VersaCamm Print and Cut VS540i.
- Increased productivity by securing AI scripts to automate stages of computer production work.
- Assisted with shop production of signage including but not limited to; trimming materials, deburring machined materials, lamination of large and small materials, application of braille to signage, application of vinyl signage to various materials.

EXPERIENCE

DYNAMIQ LIGHTING — 2015

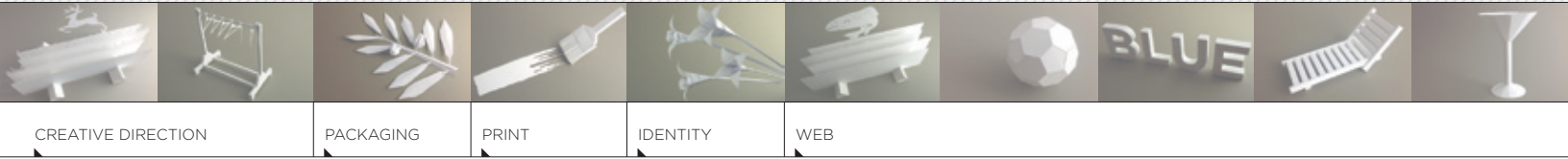
GRAPHIC DESIGNER

- Created two identity solutions, primary identity for Dynamiq Lighting and the Infinity sub-brand.
- Generated original high quality product photography and digitally refined.
- Designed three original dielines and shipping cartons for distribution.
- Conducted in depth research into competitive landscape, target market audience, and branding strategy with creation of in depth design brief
- Produced high quality packaging prototype mock-ups.
- Located and purchased necessary stock imagery licensed for packaging.
- Continuously communicated with client for feedback and quickly implemented into designs for revisions.

SPECIALIZED — 2014

GRAPHIC DESIGNER, INTERN

- Designed and created new packaging dielines, vacuum molds, and paper pulp packaging molds for uniquely shaped products.
- Created new apparel designs for T-Shirts and Jersey Kits.
- Generated new bicycle graphics and modified existing designs to fit new frame designs.
- Created prototype product models constructed from 3D prints, silicon molds and wood.
- Designed wide range of print materials from simple mailers & instruction manuals to complete book (Design Research Book).
- Generated design and HTML/CSS code for monthly newsletter.
- Produced high quality photography of products and packaging.
- Designed and fabricated custom one-up paint job for Specialized Demo given to DC Shoe co-founder & professional rally car driver Ken Block.
- Designed event installations and floor plans.



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EXPERIENCE

THEORY ASSOCIATES — 2013

GRAPHIC DESIGNER

- Created packaging designs, point of purchase displays, website designs, and print design solutions.
- Collaborated with creative team throughout various stages of the creative process.
- Developed preliminary thumbnails to explore various design concepts and themes.
- Constructed dieline structures for packaging P.O.P. displays.
- Produced digital photography of products for implementation into design solutions.
- Digitally refined, color corrected, manipulated, and created seamless composite images from multiple sources.
- Meticulously proofed designs and quickly applied/implemented client feedback and modifications.
- Advanced knowledge & experience of design software.

PRESS & AWARDS

- KEN BLOCK DEMO** — Custom Designed/Painted Specialized Demo
 - Custom designed & painted Specialized Demo for DC Shoe co-founder and professional rally driver for the Hoonigan Racing Division
- ROCKPAPERINK** — Higher Learning by Mary Scott, March 3, 2013
 - Portfolio design showcased and acknowledged in article written by Marry Scott (*Head of A.A.U. Graphic Design department*)
- Packaging Design Served** — John Deere Packaging, March 3 2013
 - Packaging design for John Deere Corporate Social Responsibility project acknowledged and featured on the Behance website devoted to packaging design