

employment

- 2018 | current **SENIOR CONCEPT DESIGNER** ZEST / Sainsbury's (J Sainsbury plc)
- [SKILLS] [] Artworking [] Concept development
[] Photo concepts [] Scamping | Sketching
[] Graphic design [] Presentation production
- [WORK] Signage | Point-of-Sale Presentation design
Concept ideation Project management
- 2013 | 2018 **FREELANCE DESIGNER**
- [CLIENTS] Slice Design, SuperEleven Foods, DreamSeedrs, Multiple Independents
- [WORK] Corporate Collateral Large Format, Vehicle Wraps
Signage | Point-of-Sale Identity + Packaging
- 2008 | 2012 **SENIOR DESIGNER** Harfield & Associates Marketing
- [CLIENTS] Honda Dealership Associations, Vancouver Giants Hockey,
Faith Wilson Group, Becker Art Galleries, Sinclair Shopping Centre
- [SKILLS] [] Art direction [] Concept development
[] Direct report to CEO [] Liaise with account managers
- Initiated redesign of company website, corporate collateral, and promotional portfolios for new business acquisition. Introduced cost saving measures.*
- [WORK] Branding + Identity Publication design
Marketing materials New business pitches
Package design Photo direction
- 2007 | 2008 **CREATIVE** Rethink Communications
- [CLIENTS] Sobeys, A+W, Sirius radio, Canadian press, Mr. Lube, Solo mobile
- [SKILLS] [] Preproduction [] Graphic design
[] Artworking [] Concept development
- [WORK] Branding Marketing + Advertising
Publication design Packaging + Illustration
- 2004 | 2007 **INSTRUCTOR** Art Institute of Vancouver, Canada
- Designed, developed, and delivered original curriculum for courses in Graphic design, Art direction, Package design, Photography, and Life drawing*
- 2005 | 2006 **SENIOR DESIGNER** SheldanWood Creative Associates [maternity leave]
- [WORK] Package design Publication design
Brand identity Illustration
- 2001 | 2004 **SENIOR DESIGNER | ART DIRECTOR** Assante Asset Management Ltd.
- [SKILLS] [] Brand identity [] Brand guideline creation
[] Art | Photo direction [] Artworking | Image management
- Created consistent brand foundation for all corporate materials
Developed support program creative within brand architecture*
- [WORK] Corporate collateral Advisor support materials
Brochures Exhibition design

employment cont.

1994 | 1998 **FREELANCE PACKAGE DESIGNER**

Tudhope & Associates, Wolf Advertising, Loblaw's Co. Ltd.,
Thomas Pigeon Design, Corporate Visuals, Xraymedia Inc.

[CLIENTS] Mr. Christies, President's Choice, AGF Investments Inc., Astro,
Nabob, Dr. Scholl's, Hostess, Cottonelle, PetroCanada

1994 | 1995 **SENIOR ART DIRECTOR | DESIGNER** RobertsonPick Advertising

1997 | 2000 [CLIENTS] Housing developers throughout B.C. and the Pacific Northwest

[SKILLS] [] Art | Photo direction [] Concept development
[] Press checks [] Client presentations

Increased client base by expanding services offered to include package design

[WORK] Branding + Identity Exhibition design
Marketing materials Signage | Hoarding
Wayfinding Package design

1989 | 1994 **SENIOR DESIGNER** The WATT Group

[CLIENTS] Loblaw's, Walmart, Cott Beverages, Kraft Foods, Shell Petroleum

[SKILLS] [] Marker rendering [] 2D | 3D presentations
[] Photo direction [] Private label line creation

Worked directly with VP on flagship client illustrations. Designed and directed team for monthly company magazine. Initiated cooperative protocols between concept and production departments

[WORK] Package design Signage
Wayfinding Photo direction

education (Canadian accreditation)

York University	Emily Carr University of Art and Design
1996 1999 BACHELORS DEGREE Psychology and Fine Art	C.E. CERTIFICATE 2008 2009 Fashion Illustration I and II

Sheridan College of Institute of Technology and Advanced Learning

1986 | 1989 **DIPLOMA** Graphic Design

1983 | 1986 **DIPLOMA** Electronic Data Processing

1982 | 1983 **CERTIFICATE** Arts Fundamental

awards

Best Board Game Design 2008 [] Learning Magazine's Teachers' Choice

Best Board Game 2007 [] Creative Child Magazine's Choice

Major Achievement in Marketing Excellence Awards WA USA 2000

Best Brochure	[] Gold MAME
Best Logo	[] Silver MAME
Best Advertising	[] Silver MAME

The Georgie Awards British Columbia 1998

Best Signage	[] Gold Georgie
Best Advertising	[] Gold Georgie
Best Logo	[] Silver Georgie

Creativity & Excellence in an Annual Report Potlach Paper 1995