



119 Emerson Avenue, London, Ontario N5Z 3L5
Telephone: 519.495.8109 or 519.681.2161
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OVERVIEW - SOFTWARE

Preferred applications:

- Adobe Illustrator (CS3)
- Adobe InDesign (CS3)
- Adobe Photoshop (CS3)
- Adobe Dreamweaver (CS3)

Additional application experience:

- QuarkXPress 4.0
- Macromedia Flash MX 2004
- Adobe Live Cycle Designer (CS3)
- MS Word
- MS Presentation
- MovieMaker
- Macromedia Freehand

OVERVIEW - SKILLS

- Design
- Layout
- Illustration
- Photography
- Photoediting
- Writing / Copywriting
- Pre-press

OVERVIEW - WORK HISTORY

Real Women Magazine (Canada)

Creative director

SW Design

Senior graphic artist

Sharpfusion

Art director

Internal Designs

Senior graphic artist

ReAct Communications Inc.

Senior graphic artist

MacTop Publishing

Senior graphic artist

Barry & Weedmark

Senior graphic artist

Geoff Dray & Associates

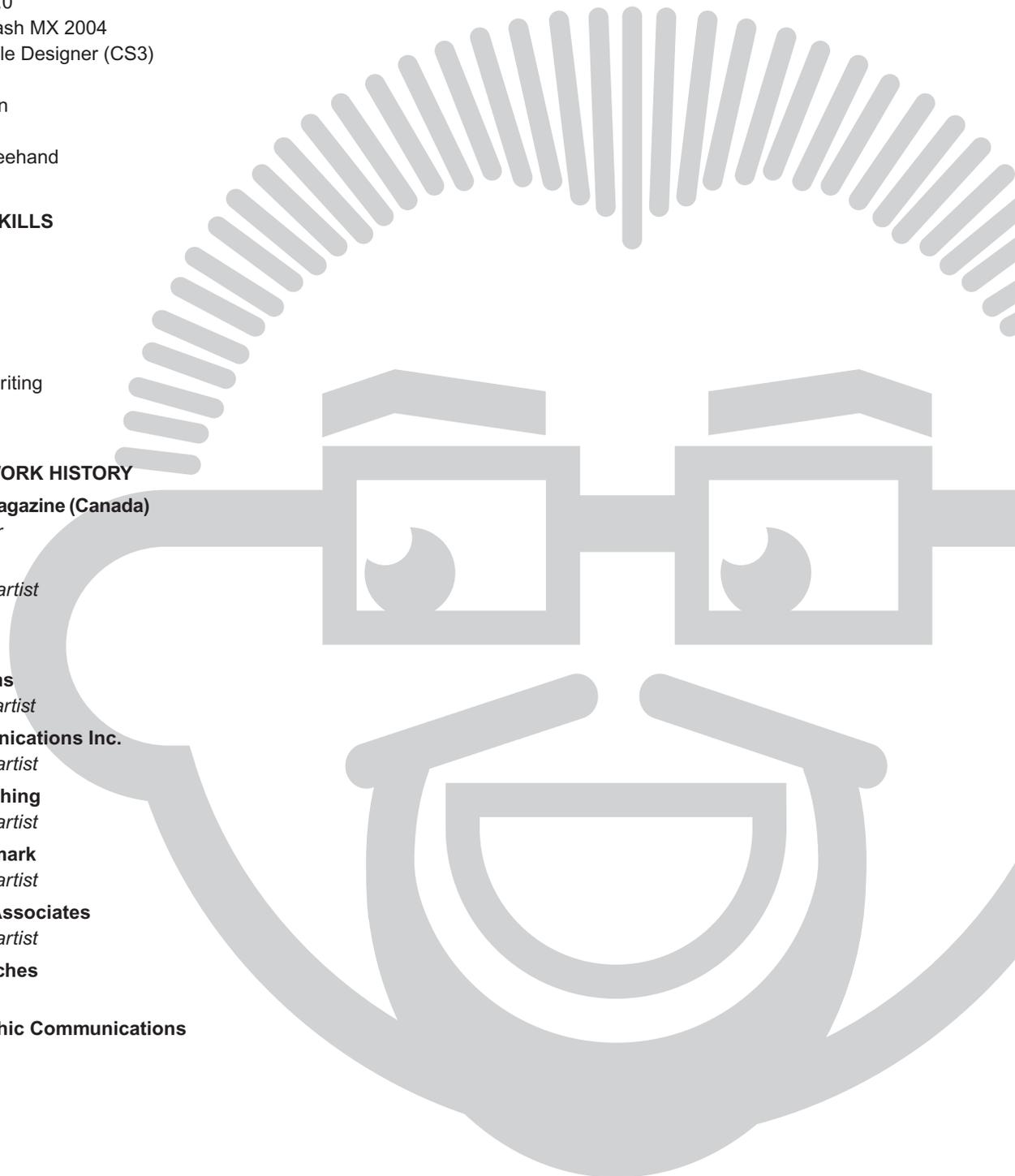
Senior graphic artist

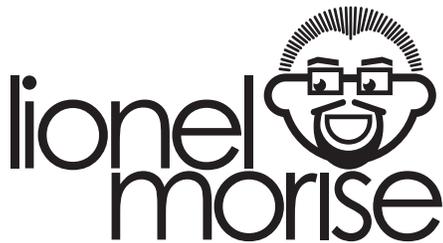
StrikeRite Matches

Graphic artist

Bothwell Graphic Communications

Graphic artist





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SKILL SETS

Layout - I have extensive experience in layout. I have designed and implemented layouts for a broad range of mediums including billboards and outdoor media, brochures, bus backs, business forms, catalogues, magazines, newsletters, point-of-purchase displays, sell sheets, signage, software interfaces, stationery, tabletop/tradeshows displays, and web sites - just to name a few. I have layout experience in InDesign, QuarkXpress, Illustrator and Dreamweaver. I am equally proficient in implementing the designs of others as well as my own.

Design - My experience as a designer has been varied and eclectic. I have a solid grasp of design principles and a knack for combining them with the client's requirements. I have designed and implemented projects over a broad range of media, including print, internet, video/TV and multimedia. I have worked as an art director – responsible for shaping the design through others – and as a graphic artist whose goal was to implement the project as directed. I work well with a team regardless of my role.

Illustration - I have created illustrations in a variety of media and forms. I usually work based on a specific style that the client has seen and wishes to emulate. I have experience with ink, graphite, coloured pencil, gouache and digital editing, or any combination of these. In recent years I have refined my illustration skills more and more within Photoshop and Illustrator – although the preliminary sketches are usually done in pencil – because time and budgets can rarely accommodate other mediums which are less forgiving when it comes to changes and edits.

Internet - I have extensive experience using HTML, Dreamweaver and in creating digital graphics for the internet. I have recently taught myself CSS which has allowed me to convert and create several web sites. I consider my CSS skill development to be a work in progress. I have been building web sites for over 10 years and have developed numerous sites from original concept to full implementation. I have also worked with programmers and coders on many projects. I would create the layout (HTML) and graphical elements, then direct the team in the final assembly of the site (usually when a site was .asp or .php based.) Most recently I developed and maintained the sites belonging to *Real Women* magazine in addition to a couple of sites for non-profit organizations that I am involved with (ie: www.brickenden.org).

Writing - In the past couple of years I have been a contributing journalist for *Real Women* magazine writing the 40s Guy Point of View and a number of restaurant reviews. I also have experience as a copywriter. Many of the companies whom I have worked for in the past have used my copy writing skills for smaller projects rather than hire a professional copywriter.

Photography - I enjoy photography and have been taking photographs since college. My photos have been used in *Real Women* magazine as well as for various marketing materials while working for Sharpfusion and SW Design.

Other skills - I have some experience working with digital video, sound editing and applications such as Flash and Director.

INTERESTS / HOBBIES

Reading - I read every day, preferring the science fiction genre. I also enjoy comicbooks and graphic novels for both the artwork and as a distinctive and often innovative story-telling medium.

Pottery - I have been working with clay on and off for the last couple of years. I find it fun and therapeutic. In addition to throwing pots on the wheel I also work in slump molding, extrusion and coil pots. My goal is to expand on these skills and create original works of art.

Woodworking - I enjoy working in both rough and finished carpentry. My eventual goal is to design and build furniture, both traditional and of my own design.

Other interests - I enjoy photography, art (I work in graphite and coloured pencil when time allows), gardening, cooking, and theatre. I have been on the board of the London Fringe Theatre Festival for 5 years and was an adjudicator on the Brickenden Theatre Awards committee for 4 years. I try to attend at least a couple of theatrical productions every month.



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WORK HISTORY

SW Design / Real Women Magazine

2006 - 2009

Senior artist / creative director

With SW Design my responsibilities included design, layout, illustration, photo-editing, photography, web development and copywriting. Additional responsibilities included maintenance and troubleshooting of the computers, printers and computer network. When the company began to change its focus, changing the name to Real Women, phasing out marketing and concentrating on the magazine, I retained the aforementioned responsibilities and added the creation of the magazine (10 issues per year). In the past year a quarterly companion publication (*Urban Home & Decor*) was added. I worked directly with the publisher and the editor to shape both magazines. I was also responsible for the creation and production of all Real Women's marketing material. I supervised and directed the freelance photographer in shooting many of the images used for the covers and inside pages. In addition to the layout I was also responsible for designing and creating a large portion of the advertising within the book, working directly with the sales representatives, creating and implementing a system for insertion requests, ad creation and client proofing. Between issues I was responsible for the design, coding and maintenance of the magazine's web presence (www.realwomencanada.com and www.urbanhomeanddecor.com) as well as the conversion, video editing and posting to the internet of the weekly Rogers TV show *Real Women Live!*

Internal Designs / Sharpfusion

1998 - 2006

Senior graphic artist / art director

With Internal Designs my responsibilities included web-based design and layout as well as the design

and production of printed marketing material for the company. As the company expanded (and changed its name to Sharpfusion) my responsibilities expanded to include design, layout, illustration, multi-media, copywriting and photography. I was responsible for the supervision and direction of 2 junior artists and 2 programmers/code writers. I worked with the sales representatives rather than directly with the clients. I was responsible for communications with printers and other out-of-house service providers. In addition I was trained on large format digital printing equipment as well as colour printer/copier machines to produce client materials in-house.

ReAct Communications Inc.

1996 - 1998

Senior graphic artist

My responsibilities included design, layout, illustration, pre-press preparation, multi-media and web development. I worked directly with the clients and printers.

MacTop Publishing

1994 - 1996

Senior graphic artist

My responsibilities included design, layout, illustration and pre-press preparation as well as working directly with the clients. I also assisted walk-in customers with the onsite rental computers, coloured copiers, digital printers and duplication machines. In addition I was responsible for general maintenance and troubleshooting of printers, copiers, computers and the computer network.

Barry & Weedmark

1992 - 1994

Senior graphic artist

My responsibilities included design, layout, illustration, photography and pre-press preparation. I worked directly with clients, filmhouses and printers.

Geoff Dray & Associates

1990 - 1992

Senior graphic artist

My responsibilities included the design and layout of client projects. This is also where I first began working with computer layout applications and expanded my responsibilities to include production and pre-press preparation. I worked directly with clients, filmhouses and printers.

StrikeRite Matches

1987 - 1989

Graphic artist

I worked in both the stock and specialty design departments, responsible for design, layout and paste-up. I also worked with the copy camera to reproduce mechanical artwork. Additional responsibilities included producing film and plates for print production of one and two colour jobs. I created artwork for matchbooks, tissuepaks, coasters, cups and other imprinted product lines.

Bothwell Graphic Communications

1985 - 1987

Graphic artist

I worked under an art director but directly with the clients. My responsibilities included design, layout and paste-up.

EDUCATION

Fanshawe College

1982 - 1985

Course of study - Advertising Art (Major: Design)

I received training in design, estimating, illustration, mechanical art, paste-up, photography and typography. The course also included copy camera operation, film stripping, platemaking and typesetting.

Dryden High School

1976 - 1981

Course of study - General.