



## Profile

Enthusiastic, passionate and slightly eccentric designer with a burning curiosity for problem solving. Having spent six years in the industry prior to formal education, a strong foundation of skills helped develop a stronger understanding of all things communication related. A keen eye on the bigger picture with a love for getting hands dirty.

## Work Experience

06/2009 – 09/2009

### **MediaCom, SopranoDigital, GT & Steel, London (UK)**

Graphic Designer

Spent 4 months on various freelance contracts, working at four of London's reputed agencies, art directing and designing both print and digital content for clients including BBC, Deutsche Bank, TalkTalk, Ikea, WKD and more

06/2008 – 07/2008

### **Proximity (BBDO), Toronto (Canada)**

Art Director & Graphic designer

My time at Proximity was spent art directing new campaigns for Pepsi – conceptualizing ideas with a copy writer, briefing illustrators, pitching internally etc – and designing user interfaces for Campbells, Auqafina, MARS (Pedigree, Snickers), Royal Bank of Canada, Monster Jobs and more

04/2008 – 06/2008

### **Maclaren McCann (MRM), Toronto (Canada)**

Graphic Designer

Designed user interfaces, Flash & GIF banners and interactive emails for General Motors, Nestle Baby, Nescafe, Mastercard, Microsoft, Nesquik, Ontario Gaming Commission and more. Working on as many as 6 project on the go meant having to juggle projects and prioritize, all while meeting with internal teams, pitching to client and liaising with tech teams to ensure smooth hand-over into development

06/2002 – 02/2008

### **The Chapel Bar – Private Entertainment Venue, London (UK)**

Senior Designer and developer

Re-designed and maintained brand identity, marketing, website & interactive emails helping raise the profile of this private-hire venue

## Education

- 09/2009 – Current **University College Falmouth (UK)**  
Currently in final year of BA (Hons) Graphic Design
- 03/2011 – 08/2011 **Fachhochschule (University of Applied Science) Augsburg (Germany)**  
Spent 6 months living in Bavaria, completing a semester on the Erasmus exchange program. Completed three intensive five-month-long projects, specializing in branding / identity, advertising and photography. Scored 1.0, 1.0 and 1.3 respectively.
- 09/2008 – 06/2009 **Ravensbourne College of Design & Communication (UK)**  
National Diploma in Art & Design  
Passed with Distinction
- 09/1995 – 06/1997 **York College Private High School (Canada)**  
Secondary Education - completed 6 OACs (A Level equivalent)  
Calculus, Algebra & Geometry, Physics, Chemistry, English and Cultural Studies

## Skills

Basic conversational French, Spanish & German  
Advanced knowledge of Adobe Creative Suite  
Advanced knowledge of HTML & CSS  
Advanced knowledge of printing technologies  
Advanced knowledge of Internet marketing, advertising + PR, SEO  
Touch typist – 50wpm

## About me

My love of **music** brought me to the UK and opened my eyes to a wealth of independent bands & DJs eventually leading me to my first **Glastonbury Festival** in 2010 - pretty much the best time of my life. I am tackling a list of **classic novels** - Orwell, Lawrence, Wells, Hemmingway, Green, Huxley, Dickens, and the like, who keep my attention in the dying hours of each night. In a bid to connect further with the world of print, I purchased and restored an Adana 8X5 **Letterpress**. My love for **analogue photography** is budding quickly from a hobby to an obsession. Having acquired a taste for **travelling** when I moved to the UK, I have been lucky enough to see the shores of Australia, Czech Republic, Costa Rica, Florida, Ireland, Poland, South Africa, Spain and Switzerland, and completed a 756km **Bicycle Tour** through most of Germany. I aim to one day reach further global enlightenment at the helm of an **oversized boat**.