

## Resumé 2019

With deep experience in the design industry, a field of ever present change and technological advances, I've learned that the learning is perpetual, and the potential for our work is incredible. With skills developed in assembly, planning, hand-setting type, fine press and mass market commercial print, the science of Human-Computer Interaction, content and digital strategy, user experience, user interface design, and the application of front-end tools and frameworks – design remains the same in one way. *Change will forever define the medium and the tools we use to execute.* So, our job then, is to learn our client's story. To synthesize it, and then, through the application of brilliance, analysis, teamwork, and commitment to our craft, find the way to tell it to the world today, tomorrow and into a rapidly evolving future.

### RECENT ROLES

#### Lead UI Design and Development – [www.cineplex.com](http://www.cineplex.com)

Lead UI design, responsible for large scale design systems, key promotions, marketing campaigns and broadcast network digital display systems. At Cineplex my role ran the gamut of the vertical of web and digital design. My work typically included user experience (UX), user interface (UI), front-end design and development, custom code, testing and deployment.

**Corporate Web for Public Companies** – recent sites [www.archbiopartners.com](http://www.archbiopartners.com), [www.xortx.com](http://www.xortx.com), [www.waylandgroup.com](http://www.waylandgroup.com) – With more than a decade of experience working with financial clients (investment, insurance and banking), as well as with public companies in energy, technology, QSR, real estate, and resources – I've focused my efforts on delivering better suited, investor friendly web services for these businesses. I've done this work entirely hands-on – understand the story, position the brand, develop strategy and response, user experience (UX), information architecture (IA), user interface (UI), design, code, test and deploy the finished product.

**Senior User Experience, User Interface and Front-End Projects** working with the team at Aquent / Vitamin T in Toronto. Recent assignments include extended engagements with Architech (Toronto), DotFusion/ Razorfish (US/Publicis Groupe), Nurun (Toronto/Publicis Groupe).

- *Kubota (Canada)*, UX Wireframing in AxureRP, complete responsive web rebuild and CMS migration, working as sole UX architect, on a team composed of other UI, Creative and Account Directors.
- *Haglöfs (Sweden)*, UX Wireframing in Protoshare with a global team of other UI and UX designers. Working on integration of product components with key content sections for marketing and communications. Custom UX for the Store Locator and Details content. For mobile, tablet and desktop.
- *D+H Mobile Mortgage Responsive Web App*, UX and UI for a white label mortgage banking product (USA). Design to ensure that a lengthy and complex engagement would yield actionable new business. Coded front-end UI and a living style guide as reference for production with custom Angular and Material Design.
- *Moneris*, transactional email templates designed to alert customers of their order status, supporting campaigns across six national sub-brands and variations targeted to a range of businesses.
- *First Canadian Place, In the Park Campaign* - UI/UX for promotional landing pages, front-end HTML 5/CSS3

**Interactive/mobile/graphics film and television.** Work on (TV) Jessica Jones, Power, Minority Report, Mr. Robot, The Expanse and (Films) Suicide Squad, How to Be Single working with SFX firms in Toronto and New York. Focused on rapid design, development, prototyping and delivery of highly visual and interactive mobile and tablet apps to be used on camera, as “practicals”. When an actor in one of the projects I've been involved with, touches a screen, sends an SMS, or presses “Fire”, my work, through interaction design, is used to narrate and enrich the environment of the scene.

**Account Manager**, Bryan Mills Iradesso (BMIR/MDC Partners), Award-winning solutions for CIBC's and Tim Horton's online and print annual and corporate responsibility reports. Directing digital strategy and UX solutions for corporate and functional web-based projects and tools for Tim Hortons, CIBC, Ministry of Health and Long Term Care (MOHLTC), Adgar Developments, CHC Student Housing, Hudbay, Shoppers Drug Mart, Davis+Henderson (Canada) and SIR Corp.

**Founding Partner and Director (former)**, Someone.ca, Brand, and corporate design, alongside a respected boutique letterpress and specialty studio. Branding for Greystone Managed Investments, Manulife Investments, Fidelity Investments Canada, Industrial Alliance. Numerous projects for insurance, investment and technology firms, as well as arts, dance, literary and theatre clients.

#### RECENT SITES

[www.waylandgroup.com](http://www.waylandgroup.com), [www.xortx.com](http://www.xortx.com), [www.eurocontrol.ca](http://www.eurocontrol.ca), [www.archbiopartners.com](http://www.archbiopartners.com) –

Publicly traded, investor focused websites, digital strategy, branding, design, coding, delivery

[annualreport.timhortons.com](http://annualreport.timhortons.com) – Account management, strategy, UX/IA Annual Report

[sustainabilityreport.timhortons.com](http://sustainabilityreport.timhortons.com) – Account management, strategy, UX/IA Sustainability Report

Silver – *Interactive Annual Report: Food & Consumer Packaged Goods Tim Hortons 2013 Sustainability and Responsibility Report*

[annualreport.cibc.com](http://annualreport.cibc.com) – Account management, strategy, UX/IA, online Annual Report

Gold – *Interactive Annual Report: Banks CIBC 2013 Corporate Responsibility Report*

[corporateresponsibilityreport.cibc.com](http://corporateresponsibilityreport.cibc.com) – Account management, strategy, UX/IA Responsibility Report

#### DIGITAL SKILLS

- HTML, CSS, PHP, MYSQL, JS and JQUERY, Angular.js senior design/art direction, front-end dev – 17 Years
- CMS – WordPress, Joomla!, Kentico, Sitefinity, Drupal, DotNetNuke and proprietary CMS – 12 Years
- Design and coding of custom built responsive templates – 8 years
- Sketch, Rapid Prototyping, Protoshare, Axure RP – 3 years
- Adobe CS, focused on improving work flows and advanced integration of the CS Suite – 20+ years
- Flash/Adobe Animate (AS2 & 3) – 16 years
- Video Editing (Premiere, Adobe After Effects, Final Cut) – 10 years

## EXPERIENCE

**Account Manager** Bryan Mills Iradesso (BMIR/MDC Partners) – 11/2013 – 12/2014

- Responsible planning and management of all stages of production for digital and traditional annual reports. Interacting daily with senior executive clients, managing budget development and review, scheduling, resource planning, briefings and design reviews, creative presentation, tech and vendor management, UX and IA, print production planning and oversight. My primary accounts were Tim Hortons and CIBC and both were award-winning (Gold and Silver ARC).

**Digital accounts director** Sutton Compliance Communications (SCC) – 10/2011 – 8/2013

- Product development – Built upon the legacy SCC proprietary CMS platform to solve current and future needs for public and private companies – identified new directions and business development plans to realize ever greater ROI. Responsible for enriching the product platform at SCC for greater distribution and expanded sales.
- Digital direction, art direction – directing designers, programmers, developers and external resources. Clients included Capital Power, CIRI, H&R REIT, RioCan, CNSX Markets (now CSE) stock exchange website.
- Sales and Business Development – Responsible for producing, delivering and pitching proposals and tech.

**Senior Designer / Art Director** Manulife Investments 2/2005 - 2/2006

- Responsible for the design and production of collateral and campaign elements supporting national marketing/communications and sales divisions. Creative and design for the *Simplicity* campaign (Canadian Investment Marketing Award winner).

**Partner** Someone.ca, Toronto, Ontario – 10/2001 - 03/2014

- Alcatel Lucent – Design and development of websites including a news portal and custom apps to integrate social, press, blogs, YouTube, as well as a platform to deliver real-time video and social, live from the WEF.
- Greystone Managed Investments – brand, art direction, design of annual reports, templates and style guide.
- Manulife Investments – art direction, brand development. Complete redesign of print and web material, later rolled out across the entire Canadian division of Manulife Financial.
- Identity design and production for small/medium sized business, performing artists, limited editions, stationery, posters and other high-end letterpress work

**Partner**, Dreadnaught Design Inc., Toronto, Ontario 1/1993 - 9/2001

- Partner, Senior Designer/Art Director – art direction, design and production print / web / multimedia solutions for businesses, integrated web and print, for financial, corporate, government and publishing
- Clients during this period – Fidelity Investments, Ministry of Government Services, National Ballet (Canada), National Arts Centre, Canada Dance Festival, Necessary Angel Theatre and Theatre Passe Muraille

**GENERAL SKILLS AND SPECIALTY**

Studio management, print procurement/brokering, talent management, design training – 20+ years

Package and product design – 20+ years

Letterpress and fine printing, production of digital art for traditional printing – 20+ years

Offset Printing – 2 years