

## **Attention: Human Resources/Creative Director/Hiring Manager Dear Sir/Madame:**

I am an experienced Senior Graphic Designer with multi-faceted experience and expertise in Print, Web, Multi-media, Branding, and Marketing. I have a 3 year design diploma from Sheridan College and certificates in various web skills, and utilize practical web design skills honed over the years (in static flash, xhtml - front end, CSS and CMS). I am heavily experienced in all facets of design, print, screen printing graphics, large format (trade shows) design and builds, and production art. I have exposure to new business research, client relations, and marketing experience. I have stand-alone studio experience, and experience in team environments.

I have experience in video editing (see my YouTube channel [here](#)); and experience in Prezi. I am a writer of music; hear my work at [Badstone Music on Soundcloud](#). I have social media and personal blog experience as well as experience in photography and online store builds. I am fluent on Mac and PC. I have experience in Google Analytics and various CMS.

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## **QUALIFICATIONS PROFILE**

Highly creative and talented Graphic Designer with extensive experience in print and web design, branding and multimedia; combining exceptional collaborative and interpersonal skills; dynamic well-developed written and verbal communications. Well-versed in client and vendor relations; experienced in building and maintaining "win-win" partnerships. Accustomed to deadline-driven environments.

From freelance design to studio production art; from concept to completion, accurate and on time, I am confident that I would make a positive addition to your work environment, adaptable in any situation. I look forward to hearing back from you to set a time for an interview regarding the available position.

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## **KEY ACCOMPLISHMENTS**

- From Hospitality & Tourism, to Premiums & Incentives, to Print House and Agency experience; publication, web and branding experience, trade show design and management, multi-media
- Won Bronze Adrian Award for business-collateral brochure for New York's Hotel Pennsylvania, as art director for LMA
- Led sales increase in previously-released game titles in Latin America through design of all operational and POP/POS materials for Bogata, Mexico City, and Sao Paolo, with Synergex
- Complete in-house web design, print design, email campaigns, social media campaigns, trade show booth build and management, and ecommerce for Whitman MFG/EMICO/Oliver Racing Parts/ACAT Global
- Actual booth builds and design of large format graphics for trades shows, brochure template development, illustrations for client use, logo design and rebranding of existing client products for Alliance Corporation, Oliver Racing Parts, Whitman MFG, EMICO, gaining positive endorsements and proving traffic increases through Google Analytics
- I was responsible for over \$8,000 in passive ebay online sales - July 2013 to December 2013, for Whitman MFG; handling all aspects of promotion, to working with logistics to get sold product to clients and I am responsible for over \$25,000/current sales on the NRG Active Apparel online storefront
- I am responsible for adding over 300 followers on Twitter from November 2015 to March 2016, in one Raised Edge Inc. campaign

**Skills:** Current design software • management experience • excellent Mac/PC knowledge • ecommerce • success against deadlines • concept to completion • creative thinking • strong communication skills • sound engineering/music composition • content management systems, building audience through social channel promotions

**Attributes:** Focused, creative, pro-active, flexible, inventive, innovative

**Print:** Brochures, newsletters, posters, annual reports, stationery, shelf talkers, POP, trade show graphics (large format)

**Photography:** Black and white, colour, retouching, digital enhancement, scanning

**Web & Multimedia:** Design, video editing, CD covers, music composition and engineering, flash/linear, coding, CSS, CMS, online store builds and management

## WORK EXPERIENCE

**GRAPHIC DESIGNER/Web and Online Management**, Raised Edge Incorporated. Aurora, ON. [raisededge.com](http://raisededge.com) 2015-Present

- All internal design requirements - stationery to sales tools; online forms, all social media/channel management
- Successfully scripted and produced online and in-house promotional videos
- All client artwork produced for required decoration treatments
- Email and channel campaigns, and social media management
- Creation and management of NRG Active Apparel online store/substores – [nrgactiveapparel.com](http://nrgactiveapparel.com) – all measurement and analytics

**Valued Clients:** Toronto FC, Toronto Marlies, Golf Canada, Toronto Rock, Hockey Canada, Jackson Events.

**FREELANCE GRAPHIC DESIGNER**, Scott McNair. Oakville, ON. [meridiancounty.com](http://meridiancounty.com) 1990-Present

- Ongoing rebranding and social channel marketing; trade show graphics; print material and web design, video, music, sound engineering and ecommerce GRAPHIC DESIGNER/WEB/MARKETING, Whitman Manufacturing Corp. / Emico. Milton, ON. [emico-catalytic.com](http://emico-catalytic.com) 2012-2015
  - Design/build/maintenance of WHITMAN branding, website; set up/management of ecommerce, trade shows (SEMA 2012)
  - Design/build/maintenance of EMICO branding, website; set up/management of ecommerce, trade shows (AAPEX 2014)
  - Set up/management of eBay account (over \$8,000 in passive online sales, July 2013 to December 2013)
  - Sourcing of booth hardware for SEMA 2012; creation of all graphics, show publication articles/sell sheets, creation of show video
  - Design of inter-company newsletter, all packaging design; design of all copy and advertisement design work, and all sales tools
  - All design/materials/travel preparation for Oliver Racing Parts PRI Indianapolis 2014 trade show booth
  - Oliver Racing Parts ([oliverracingparts.com](http://oliverracingparts.com)) website/social media updates/management
  - All email campaigns, advertisements/tear sheets, catalogue data-basing, Evokat input/management for all EMICO parts
- Responsibilities:** All web, social, print design, email campaigns. Member of the EMICO Health & Safety Committee, 2014-2015.

**FREELANCE GRAPHIC DESIGNER**, Alliance Corporation. Mississauga, ON. [alliancecomm.com](http://alliancecomm.com) 2011-2013

- Successful rebranding; trade show graphics; flyers, brochures, web assets, publications illustrations, production of 3 minute video

**GRAPHIC DESIGNER/PRODUCTION ARTIST/FREELANCER**, Central Reproductions Limited. Mississauga, ON. 1997-2011

- Championed Esso account to positive reviews
- Led all design staff in billable hours while full time
- Design of client publications, signage, posters through to production (film & plate)
- Gained exposure in pre-press technologies and large environment processes
- Assisted on Loblaw and Price Waterhouse storefront builds successfully

**Valued Clients:** Imperial Oil, SAP Canada, Playdium, CERC, Bombardier and Porsche.

**Responsibilities:** All client design requirements; trapping, pre-flight; film and plate production including. Customer liaison on project basis. Efficient design/production solutions led to night shift supervisory position training.

**GRAPHIC DESIGNER**, The Alphaform Group. Mississauga, ON. [alphaform.com](http://alphaform.com) 2011

- Design all internal design requirements - stationery to sales tools; created online forms, streamline company systems to cut costs
  - Successfully scripted and produced online and in-house promotional video
  - Sourcing and costing of outside print supplier requirements; sourcing exhibits materials; brand refreshment through advertisement
- Valued Clients:** Colgate, Tyco Securities, Playtex, and Government of Ontario.

**GRAPHIC DESIGNER**, The Next Trend Design, Incorporated. Mississauga, ON. [tntworld.com](http://tntworld.com) 2008-2009

- Created paperless sales request/docket forms for use by sales team & creating efficient trackable record keeping
  - Managed all design requirements including sales materials for sales team of six
  - Successfully created value-added website storefronts in Xetec software for clients resulting in continued relationships
  - 40% Increase in traffic through revamping and updating websites
  - Drove down IT costs through onsite system maintenance; SOE email signatures; instituted back-ups of archived 17 years
- Valued Clients:** Suzuki, Iovate, Muscletech, Tech Data, Panasonic.

**SENIOR GRAPHIC DESIGNER/ACCOUNT EXECUTIVE**, Synergex Corporation. Mississauga, ON. [carmafinancial.com](http://carmafinancial.com) 2006-2008

- Successfully managed all operational, POP, internal design requirements for Latin American
- Exceeded expectations by created onsite sound studio and performed sound engineering for set of five yoga videos
- Quoted print and design services by other company departments and outside clients; all press approvals; new business research

**GRAPHIC DESIGNER**, Zeppelin Communications & Design Incorporated. Toronto, ON. 2005-2006

- Project scheduling for three designers ensuring 100% success in time frame management
- Received rave reviews for design of all Cineplex Odeon multiplex opening projects, Algonquin Power, and Solera projects
- Successful promotional designs for Algonquin Power, Solera and real estate package designs for Toronto-based developer

**ART DIRECTOR/PRODUCTION MANAGER**, LMA Strategic Marketing & Communications. Toronto, ON. [lma.ca](#) 2002-2005

- Recipient of Bronze HSMAI Award for a business-collateral brochure for Hotel Pennsylvania, New York. 2005
  - Developed branding and design, web site music, splash page animation, print ads, online banners, publications, press approvals
  - Surpassed client expectations ahead of deadlines with all design through to production
- Valued Clients:** Rolex, Hotel Pennsylvania, The Estates of Sunnybrook, Adventure Collection, American Express, Four Points Sheridan, Windtower Lodge and Suites (Standens Hospitality). Interactive designs for: Redco Foods, Junket Desserts.

## FREELANCE PROJECTS

Various sublimated baseball jersey designs, and hoody designs 2010-Present

[Alliance Corporation](#). Trade show graphic panels & video, illustrations, web assets, brochure templates & mastheads, product logos Modern Concept Incorporated. Full collateral and web home page design. A.S.F. Gymnastics Club. Calendar designs 2003, 2005. Fox and Fiddle Pub (Toronto). Flyer design.

Mountainview (Brampton) Bell Mobility. Flyer design.

Integrated Network Systems. Mousepad & poster design.

LoveGlobe Dating Services. Logo design all aspects.

Brandon Gate Dental Office. Design/prod. Mission statement poster.

AquaJava Cafe. Logo design all aspects for cafe/exotic fish shop.

Marconi's Pizza. Logo design/stationery for 25 year-old pizza parlour.

Tarnished Gallahad. CD/tape sleeve design.

Shipmates Packaging and Shipping Limited. Stationery design.

Cinepix/Cinema City Video Distributions. Exhibition booth design.

Beaumara Incorporated. Design/production of stationery.

Various projects for The Pentcom Group.

Southern Ontario Medical Rehabilitation & Aquatic Centre. Flyer designs.

**Web Designs:** tntworld.com, authenticwickedwear.com, k2mcs.com, cisonthemove.com, sherwaycollision.com, eyedesignsignz.com, whitmanmfg.com, emicocatalytic.com, chrishazzard.ca, [greenwithenvyproductions.ca](#), pcspl.ca

## EDUCATION

(Three Year) GRAPHIC DESIGN DIPLOMA, Sheridan College, Oakville, ON. [sheridancollege.ca](#) 1989

Intro to Flash, XHTML & HTML Authoring, Dreamweaver. Sheridan College, Oakville, ON. [sheridancollege.ca](#) 2004 and 2005

## INITIATIVES AND VOLUNTEERING

I have created a start-up pendant/keychain business, through social media channels.

I volunteered with the Peel Charity Slo-Pitch League as an executive in charge of web and league side management (2015-2016), and I currently serve on the Board of Directors, as vice-president, for my condominium corporation (into my 2<sup>nd</sup> 3 year term).

## TECHNICAL PROFICIENCY

**Platforms:** Mac OS Classic / 10+, Windows XP / Vista / 7 / 8+/10

**Applications:** All Adobe Creative Suite (including Muse and Premiere), Quark Xpress, Dreamweaver, Flash (linear animation), Microsoft Office, Pre-Flight apps, Abelton, GarageBand, Pro Tools, Reason, Acid Lounge, Prezi, Keynote, Bigcommerce, Google Analytics, Wordpress, Joomla, Squarespace, MailChimp, Mobirise

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## Scott McNair || Graphic Web Design

Print | Web | Multi-media | Marketing | eCommerce | Badstone Music

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