



EXPERIENCE:

Freelance Creative
Art Director

March 2003 - present

Responsible for insightful strategic concepts that move people. Integrated communication experience in interactive, print, out-of-home, direct, promotions and p.o.p. Experienced in new business pitches. Have worked with large consumer brands and projects with multiple stakeholders. Can work seamlessly with in-house teams, or unsupervised. Other skills include information architecture, project management, illustration, design and copywriting.

MacLaren McCann
Art Director

Dec. 1999 - March 2003

Creative team lead. Involved in all aspects of development from strategic development to information architecture, conception, UI design and creative development and production stages. Developed consumer and CRM web sites for large consumer brands, budgets in excess of \$1 million. Full range of integrated interactive communication include brand sites, micro sites, online contests and promotions, games, banners and interactive kiosks in Flash, Dhtml and html.

Dewar Communications
Senior Art Director

March 1996 - Dec. 1999

Motivated a team and lead creative conceptualization and production of communications in a array of media: print and collateral, design, interactive, promotions, p.o.p and trade shows.

EDUCATION & CERTIFICATION: U.S. and Canadian citizenship

Michigan State University, East Lansing Michigan
B.A. Honours, Advertising. Minor in writing. 1995
B.A. Honours, Studio Art - Graphic Design. Minor in history. 1995

Presentation Skills Certification, Rogen Learning, 2002
A professional workshop on how to prepare and deliver a creative presentation.

HIGHLIGHTS & AWARDS:

Marketing's Digital Agency of the Year: Tribal DDB 2005
SlimFast.ca and multiple projects. Art Director / Illustrator in a freelance capacity.

Top 10 Campaigns of the Year, Strategy Magazine, 2002
V-box banner campaign, with expanding micro site. Client: Rogers AT&T Wireless

Co-creative lead, gmcanada.com redesign and information refresh, 2002
Redesign and update of approximately 2,500 pages of gmcanada.com. Responsibilities included overall creative direction of a team of Designers and Art Directors, client presentations and technical documentation. Client: General Motors of Canada

BDA Award, Bronze, 2001
"The Insider" Promotion for the First New Car Buyer's Guide.
Broadcast, Design & Advertising Award. Client: General Motors of Canada

People Award, MacLaren McCann, 2000 "for commitment, passion and results".

BRANDS:

- Freelance
- ATI Graphics
- BMW Canada
- Brita
- Cadbury
- Canada Post
- Casey's restaurants
- Castle building centres
- Epson
- Epost
- HP
- Honda
- Kia Canada
- ACE Insurance
- McDonald's Canada
- Nissan
- Novopharm
- Infiniti
- ING Direct
- SlimFast (Unilever)
- Smart Lunch (Schneiders)
- SmartSpot (Pepsico)
- The Royal Canadian Mint
- TD Financial Group
- Wal-Mart

- MacLaren McCann
- GM Canada
- Buick
- Cadillac
- Chevrolet
- Chevy Trucks
- GMC
- Hummer
- Oldsmobile
- Pontiac
- Goodwrench Service
- GM Optimum
- Motors Insurance
- OnStar
- Microsoft
- McNeil Consumer Healthcare
- Motrin
- Monistat
- RBC Royal Bank
- Clarica Insurance
- Rogers AT&T Wireless

- Pro Bono
- Camp Oochigeas
- The Learning to Listen Foundation