

I am an orchestrator of the complete creative and design solution. I build and lead high-performing cross-functional teams. I guide their strategic thinking to reflect the overall quality of design that will mirror the client's objectives. From the impactful and the innovative seasonal packaging, to the visual direction of consumer magazines, I have directed and delivered creative design solutions in print, web design, magazine development and packaging design under tight budgets and aggressive time lines for a diversified client pool, including Television and entertainment, travel, health, beauty, non-profits, insurance, and food industry.

SKILLS

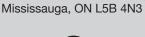
PROFESSIONAL EXPERIENCE

- Diversified creative design experience in print, web design, magazine development, and packaging design.
- Established intimate knowledge of client brands, products and target demographics.
- Conceptualized powerful brand design strategies while maintaining identity consistency across all medias.
- Expansive industries experience to include: Consumer products, Retail, travel, health, beauty, non-profits,

insurance, and food industry.

- Technologically knowledgeable of current and emerging trends and an expert user of design software.
- Manage and lead multiple projects and teams on time and within budget from conception through production, in all aspects of creative design and production

DESIGNER MEF GRAPHICS Toronto, Canada Dec 2015 - Till Date Aug 2008 - Jan 2015	Interact with copywriters to develop creative concepts and executions of assigned projects Provide detail and visual direction for other graphic designers on projects Advised clients on all technical visual recommendations Directly meet and communicate with clients Use print production knowledge for creating and collecting files for publications Create and mock up video story-boards Directed on-site photo and video shoots
	Graphic designing and project management Create proposals for various projects. Creating graphics, diagrams and the site plans and presentations or the clients. Weekly reports of the project advancement, making organizational charts for the company as well as for the clients. Designing signages and graphic materials in print electronic and video format. Brands worked on: Metrolinx and TTC
SENIOR GRAPHIC COORDINATOR HAIN-CELESTIAL CANADA Toronto, Canada Feb 2015 - Nov 2015	while maintaining Hain Celestial's classic and luxurious essence.



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