

Design Experience

2008 Graphic Designer, Web Manager and IT Support, CMS, Sydney, AU

- Increased weekly e-news deliverability by 63%, achieving successful delivery of over 90%
- Implemented e-news tracking, dropping the opt out rate to less than .5%
- Increased click thru rates by 14% with cross platform design for multiple mail clients and browsers
- Designed and project managed rebranding of the corporate image
- Designed all print media, including catalogues, brochures, advertisements, promotional materials.
- Managed network administration, implemented data retention and storage systems.

2001-2006 Founder and Head Designer, Ritual Designs

- Founded one of Canada's most successful corsetry and clubwear design companies
- Designed, produced and sold over 800 individual pieces of clothing and accessories
- Named in top ten design houses 4 years running in the Montreal Mirror "Best of Montréal" poll, most recently 3rd (2006)
- Six critically acclaimed fashion shows at major Canadian venues
- Feature exhibit at Société des Arts Technologique: Love and the Machine (2006)
- Feature exhibit in the Canadian Textile Museum: Moral Fiber (2003)
- Editorial features in Clin D'oeil, Voir, Nightlife Magazine, Whiplash and Montreal Mirror magazines
- Clothing featured in Saved by the Belles, Pure (feature films), Cruelle by Beluga (music video)
- Television interviews and appearances on: CBC News, CTV News, Canada Global News, Musique Plus Canada, Télévision Quatres Saisons, Eros & Co (Life TV network)
- Directed development of an interactive online retail web store at www.ritualdesigns.com

2006 Fashion Designer, Le Château Stores of Canada

- Technical design of men's sweaters, vests, outerwear, casual jackets for Spring 2007 season
- Executed technical sketches and specifications for manufacturing
- Daily communication with overseas manufacturers
- Daily fittings from fit sample to production sample

2005-2006 Designer, Network Studio

- Designed and coordinated 2 seasonal lines for ladies, boys and girls, including sourcing of fabrics, trims, notions
- Produced 4 print catalogues (~300 pages) for buyers

2003 Head Merchandiser (Ladies and Girls), Jcorp

- Created Punk Rocket brand name and concept
- Designed and coordinated ladies' and girls' clothing line
- Created technical sketches and presentation boards
- Met with potential and current buyers to sell line
- Extensive travel to research line
- Researched market and competition
- Supervised design team of 6 and project coordination

2001-2002 Graphic Designer and Product Photographer, Cornell Trading

- Produced product photography for seasonal lines.
- Produced product catalogue for 3 seasons
- Retouched and enhanced photographs for print and web media

2001-2002 Graphic Designer Freelance, 1st Impression Design

- Developed concepts and layouts for customer approval
- Produced artwork, layouts and pre-press for print media

1999-2000 Head Fashion Designer/Spec Technician/Graphic Artist, In-Work Int.

- Created seasonal lines for sweater knits, t-shirts, loungewear, sleepwear
- Produced technical sketches, grading, specs for tech packs
- Created presentation boards, customer proposals, promotional material
- Daily communication with buyers and overseas makers

1998 Assistant Designer, Jean-Francois Morissette

- Produced patterns for local manufacturer
- Prepared pattern specs and sketches for manufacturer
- Assembled and fitted muslins for individual customers

Software Knowledge

Expert knowledge of Photoshop, Illustrator, InDesign, Quark Xpress, Freehand, Fireworks, Dreamweaver, Flash, various content management systems (Joomla, Drupal, Textpattern).
Good Knowledge of PHP, MySQL, CSS, AJAX
Proficient on both Windows and Mac platforms

Education

- 2007-2008 CoFA at University of New South Wales
MDes, Media/Graphics, graduated with distinction
- 2000 Concordia University
Certificate in Graphic Design and Desktop Publishing Fall 2000
Intensive training in Illustrator, Photoshop, and Quark Xpress, Dreamweaver
Graduated with 92.0% average grade
- 1995 - 1998 Lasalle College
Diplome D'Études Collégiales in Fashion Design (3 year full-time program)
- 1991-1994 John Abbott College
Diplome D'Études Collégiales in Creative Arts (2 year full-time program)
• Photography, painting, film and art history, drafting, publishing

Personal

Native speaker of both English and French; advanced written language skills in both