

design

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Below you will find descriptions of design projects I have completed.

As a print and web designer I specialize in serving the needs of independents and small businesses. I bring to my design consulting unique insights from my work experience in administration, management and general promotions for small business. My background in the hospitality industry involved intensive teamwork and client relations, and I am sensitive to integrating designs that are customer friendly and effective.

My objective is to reflect the client's image in an on-target message.

Urban Storage, Solutions, Toronto, ON

- Presently designing the company web site and print materials.

Belleville Theatre Guild, Belleville, ON

- Designed a Promotional Poster to announce the Guild's 2005-2006 season.
- Designed a 3-Panel Colour Brochure for a direct mail campaign for the 2005-2006 season.
- Conceived, designed and implemented The Guild web site: bellevilletheatreguild.ca

The Brownstone Hotel, Toronto, ON

- Designed Special Function, Meeting and Seasonal menus and promotional materials
- Oversaw all functions of the Live Jazz piano bar

Rhodes Restaurant, Toronto, ON

- Conceived, designed, implemented and maintained the company web site (with content creation), including weekly live jazz listings, cocktail of the week, monthly recipes and seasonal promotions.
- Responsible for the creation of all printed material for the operation of the business, including all menus, brochures, flyers, invitations and advertisements
- Responsible for the planning and execution of promotional events including live jazz.

Art On The Floor Studio, Toronto, ON

- Designed a commercial web site (with content creation) for artist Linda Arthurs to sell and showcase (through an on-line gallery) her original, hand-painted floor mats. Payment through Pay Pal affiliation.

Eastminster United Church, Toronto, ON

- Designed a Banner and signage for a fund-raising street fair.
- Designed a Poster for a fund-raising street fair.

Perfume To GO, Toronto, ON

- Designed a commercial web site (with content creation) to sell discount brand-name perfumes for men and women.

Watson + Kate Design Toronto, ON

- Designed a web brochure site for an interior design company.

The Cookie Store, Toronto, ON

- Designed a web site to sell cookie grams and bouquets on-line.

Design Programs for Print and Web:

Photoshop CS3, Illustrator CS3, InDesign CS3, Acrobat, Dreamweaver CS3, Flash CS3, HTML, XHTML, CSS, Fetch, CorelDraw 12, Quark Xpress

Diploma:

Print and Web Design Professional, Dec., 2005