

professional experience

O2 PLANNING + DESIGN (2010)

Freelance design: 16-page promotional booklet and trade show banner (31.5" x 84"). Design, typography, and pre-press. O2 Planning + Design is an award-winning firm of landscape architects, urban planners, landscape planners, civil engineers, and environmental scientists.

MUSICA INTIMA (2009/2010)

Freelance design: concert programmes and programme ads. Art direction, design, typography, and pre-press. Adapted project to suit organization's needs, within budget. Concept development: back-cover as a detachable postcard to promote upcoming performances. musica intima is an internationally acclaimed vocal ensemble in Vancouver, founded in 1992.

VANCOUVER COMEDY FESTIVAL (2009)

Freelance design: marketing campaign re-design (distinct identity for 10+ shows, applied to ads and posters, incorporating new festival rebranding and logo created by Rethink Communications); 10+ full-page, half-page, and quarter-page ads for the Georgia Straight, the Province, the Vancouver Sun, and more; and festival schedule. Design, typography, and pre-press.

OCW MAGAZINE (2009-ONGOING)

Freelance design: complete magazine design and additional projects as needed (CD labels, ads, posters, flyers, art exhibit signage, letterhead, etc.). Art direction, typography, illustration and pre-press. ocw Magazine is a 52-page art + literary magazine, that comes with a CD compilation, published quarterly in Vancouver since 2006.

ARTIST GORDON HALLORAN (2005-2010)

Freelance design: website; 48-page, full-colour exhibition catalogue; double-sided, full-colour, large-scale, fold-out poster (26.25" x 31.125"); full-page ad in Modern Painters magazine; multiple different exhibition postcards; business cards; and more. Website design, site-building, and information architecture. Design, typography, and pre-press on all marketing materials. The artist specializes in international large-scale, public art installations.

VANCOUVER CELEBRATES DIWALI FESTIVAL (2008)

Freelance design: marketing campaign branding for posters, transit shelter ad, print and online ads (Canadian Immigrant and Georgia Straight magazines), postcard and invitation featuring all event information. Concept development, design, typography, and pre-press.

BIENNIAL MINIATURE PRINT EXHIBITION (2008)

Freelance design: exhibition catalogue. Art direction, design, typography, and pre-press for an 86-page catalogue to showcase 200+ prints and writing.

VANCOUVER FOLK MUSIC FESTIVAL (2008)

Freelance design: festival membership card and pin. Design and typography using client's existing branding.

FAT SALMON CINEMA (2007)

Freelance design: website re-design for full-length, independent, feature film. Re-structure site content, minimize categories, create new visual design. Modify the information architecture, interactivity, workflow, and visuals to align with main business goals, objectives, and user needs.

education

EMILY CARR UNIVERSITY (GRAD. 2007)

B Des Communication Design

related work

SPIRIT OF PLACE EXHIBITION,
EMILY CARR UNIVERSITY (2008)

Senior Artist/Mentor: organized workspace; solicited artists from three different schools; conducted and prepared workshops; guided production of each artist's work; submitted finished artwork for deadline. Selected to participate alongside only 15 other ECU alumni. Spirit of Place was an exhibition featuring the work of 75 young artists ranging in age from 6 to 16 years, selected by 15 graduates of Emily Carr University. This project was part of the Cultural Olympiad of the 2010 Olympic Winter Games.

VANCOUVER THEATRESPORTS LEAGUE,
INSTANT THEATRE, AND URBAN IMPROV
(2001-2008)

Improvisational theatre and training: more than 150 improvised performances for a live audience, with no script (including performance in mainstage productions); and numerous workshops with acclaimed theatre professionals from Canada and the USA. Created characters, situations, narratives, environments, and humour, solo and with a team.