

satisfaction choosing the right one





me

"Ged brought our business some excellent and brand relevant concepts to support our multi-brand promotional campaigns at Unilever Canada. His work was always very creative and unique in the market."

- Jeff Doucette, Trade Marketing Manager, Unilever Canada.
Currently Principal, Sales Is Not Simple International

"Ged is someone you can count on 100% to get a job done and do it superlatively... (he) goes above & beyond... will always make you look good."

- Libby Lucas, Creative Director/Writer, Freelance

"Ged is a thoughtful and resourceful creative ally. He doesn't wave his arms and jump about; he listens quietly and carefully and - at the right moment - he provides a pithy suggestion that's right on target. He understands visual stopping power. He understands strategic thinking. In short, Ged understands."

- Andrew Crighton, VP, Director of Strategic Intelligence, MacLaren McCann.
Currently Owner/Consultant, iPrimate Strategic Creativity

"Had the pleasure of working with Ged for over 4 years, always impressed with his creativity & attention to detail."

- George Mazzaferro, Owner, RP Graphics Group

I've worked in advertising & consumer promotions for over 20 years as an art director, designer and creative director on everything from packaged goods to tires and have created work for virtually all media from outdoor to print, direct mail to banner ads, brochures to multi-media campaigns.

I've planned production schedules, worked with writers, photographers, clients and client services, always ensuring timely delivery of projects.

Since 2006 I've been providing creative services on a freelance basis to both direct clients and agencies alike, everything from concept to final production, occasionally on-site but mostly via telework from my home office.

me

ATTRIBUTES

- Highly proactive.
- Creative and innovative.
- Great team player.
- Highly oriented to customer service
- On-going thirst for knowledge and new ways of doing things.
- Organized & detail oriented.

EDUCATION

- Working towards Society of Graphic Designers of Canada Certification
- Toronto Image Works Institute - 2009 Print & Web Professional diploma
- OCAD (1975-78) Graphic Design (Night courses while working full-time at my first advertising agency job.)



SKILLS

- My graphic design knowledge has been accumulated over the last 25 years and continues to expand daily.
- Highly proficient at translating client briefs into workable & strategically focused creative solutions.
- Excellent communication skills, both written and verbal.
- Proficient in Adobe Creative Suite 6 (InDesign, Illustrator, Photoshop, Dream Weaver, Flash) Acrobat Pro, QuarkXpress 8.
- A solid foundation in web including a good understanding of HTML & CSS, W3C compliancy, image optimization and basic SEO.

1977 F.H. Hayhurst (Junior Art Director)

1979 Saifer Crevitt & Freedman (Art Director)

1980 Russel T. Kelly/Toronto (Art Director)

1981 D'Arcy McManus & Masius (Senior Art Director)

1985 D'Arcy Masius Benton & Bowles (Associate Creative Director)

1994 Freelance Art Director (including 2 year contract with Communique)

1999 TDH Marketing Communications (Creative Director)

2002 The Think Tank Promotions (Creative Director/Studio & Production Manager)

2006 - present Freelance MAC Artist / Graphic Designer / Art Director



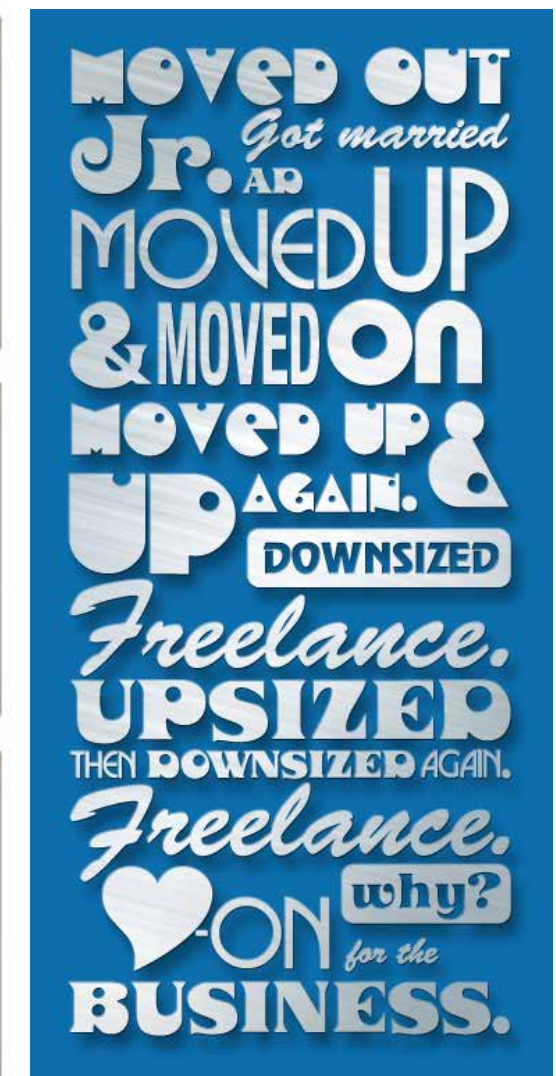
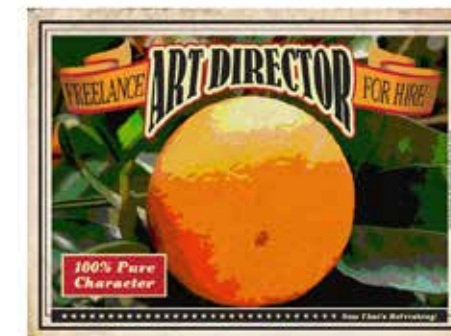
me

STUFF I'VE WORKED ON

- Direct Mail
- Magazine Ads
- Newspaper Ads
- Banner Ads
- Front-end web design
- OOH (Outdoor Boards, Transit Shelters)
- Interior Transit Cards
- Banners
- Posters
- Newsletters
- Sales Sheets
- Catalogues

CATEGORY EXPERIENCE

- Automotive
- Beverage Alcohol
- Bussiness to business
- Electronics/Technology
- Financial
- Government
- Hard Goods
- Organizations & Non-profit
- Packaged Goods
- Pharmaceutical
- Retail
- Services



me

STUFF I'VE MADE

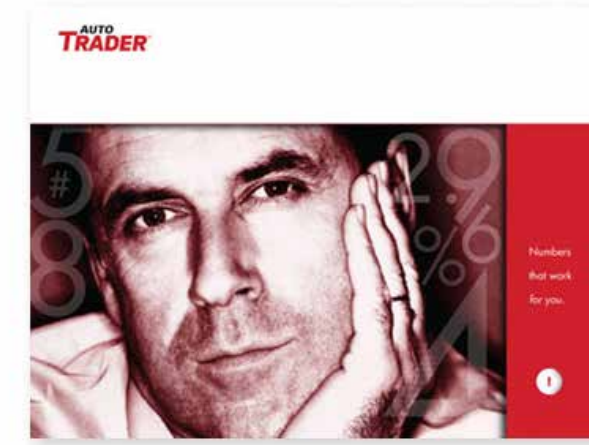
Examples of concept development, design, art direction and final art.



DIRECT MAIL



NEWSLETTER



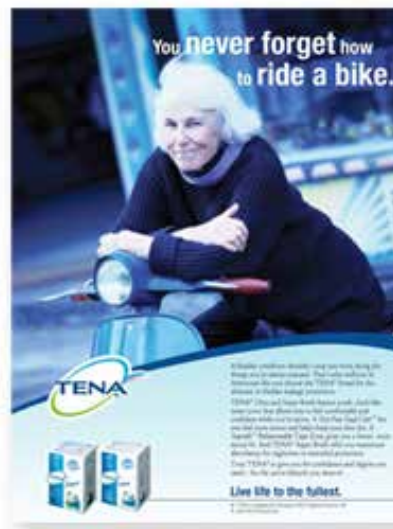
SALES KIT



OOH / BILLBOARDS



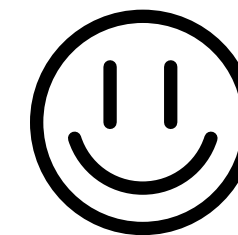
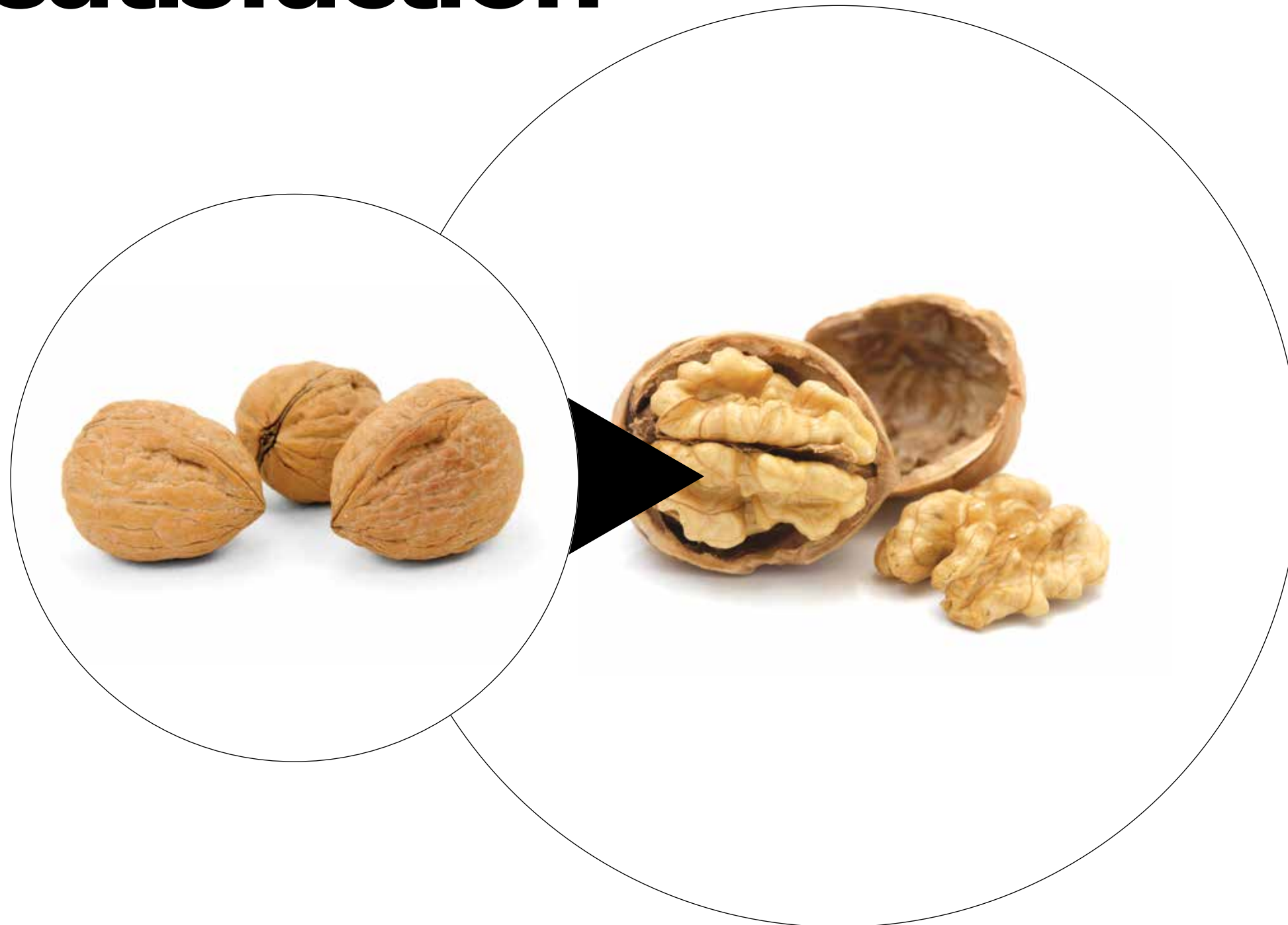
BROCHURE



MAGAZINE AD



satisfaction



I hope I've piqued your interest enough to want to discuss how I just might be the right 'nut'.

If not, here are some links that may turn your frown upside down;



Nuts!

art direction

mac art

graphic design

