

# Ged STANKUS :) I MAKE STUFF FOR PRINT & WEB

Art Direction & idea generation, graphic & web design



Ged Stankus

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*I've been working 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.*

*And in 2009 I completed an intensive 6 month full-time Digital Publishing & Digital Multi-Media Web course to 'superfy' my skills.*

*So what can I make for you today?*



## RESPONSIBILITIES

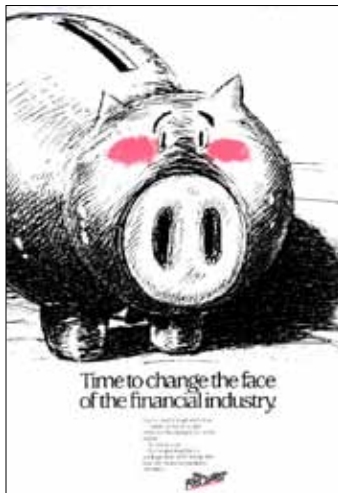
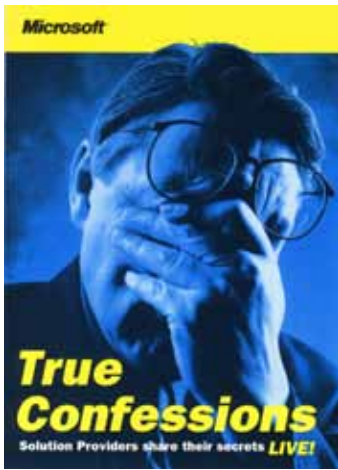
- Have primarily worked in print, creating & managing production of advertising, brochures and POS materials in both English and French.
- Always provide more than one creative option to meet needs of stakeholders.
- Take responsibility for all aspects of the projects I'm involved with ensuring client's needs are met.
- Proactively make suggestions on improving processes (ie. meeting with production team & outside suppliers early in development process when complex projects are involved, to flush out any possible concerns or issues thereby eliminating any surprises along the way.
- Provide creative solutions for web that are both viable & practical.

## 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 4/5 (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.

## 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

- Currently applying for Society of Graphic Designers of Canada Certification
- Toronto Image Works Institute  
2009 Print & Web Professional diploma
- OCAD (1975-78)  
Graphic Design (Night courses)

## CAREER SNAPSHOT / EXPERIENCE

2006-now: Freelance MAC Artist / Graphic Designer / Art Director  
 2002-2006: The Think Tank Promotions (Creative Director/Production Manager)  
 1999-2002: TDH Marketing Communications (Creative Director)  
 1994-1999: Freelance Art Director (including 2 year contract with Communique)  
 1985-1994: D'Arcy Masius Benton & Bowles (Associate Creative Director)  
 1981-1985: D'Arcy McManus & Masius (Senior Art Director)  
 1980-1981: Russel T. Kelly/Toronto (Art Director)  
 1979-1980: Saffer Cravitt & Freedman (Art Director)  
 1977-1979: F.H. Hayhurst (Art Director)

## A FEW WORDS FROM SOME CLIENTS

*"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

*"...talented, easy to work with and will always go the extra mile."*

- Mark Ashdown,  
 Partner, Bang Albino Communications



## ACCOUNT EXPERIENCE

### AUTOMOTIVE

- AutoTrader
- BFGoodrich Tires
- Uniroyal Tires

### BEVERAGE ALCOHOL

- Diageo (Baileys, Guinness, Malibu, Smirnoff, Smirnoff Ice)
- Labatts (Budweiser)
- LCBO
- Paarl Wines

### BUSINESS TO BUSINESS

- Dow (Styrofoam SM Insulation, Pesticides & Herbicides)
- DuPont Canada
- Johnson & Mathey Jewelry
- Pitney Bowes (copiers & mailing systems)

### ELECTRONICS/TECHNOLOGY

- Braun Personal Care Products
- DataMirror
- Digital Computers
- Microsoft Canada
- Minolta Cameras
- Philips Personal Care Products
- Zenith

### FINANCIAL

- Avco Financial Services
- Barclays Bank
- Central Guaranty Trust

### GOVERNMENT

- Ontario Lottery & Gaming
- Ontario Ministry of Health
- Ontario Ministry of Community & Social Services
- Toronto Transit Commission

### HARD GOODS

- Coleman Camping Equipment
- CPI Plastics (Eon Fencing)

### ORGANIZATIONS & NON-PROFIT

- Egg Marketing Board
- Beef Information Centre
- Heart & Stroke Foundation

### PACKAGED GOODS

- Canadian Salt Company (Windsor)
- Dare (Vivant Crackers)
- Whiskas Cat Food (Canadian Launch)
- Facelle Royale Bath Tissue
- Hill's Science Diet Pet Food
- Highliner (Frozen Fish)
- Hunt-Wesson (Sauces)
- LePages Glue
- P&G Canada (Bounce, Clearsil, Crest, Vicks NyQuil)
- Primo Food Service (pastas & sauces)
- SCA Personal Care (TENA, Serenity)
- Dr. Scholl Foot Care Products
- Unilever (Knorr, Hellmann's, Lipton Sidekicks)
- Weetabix Cereal
- Mazola Pure Cooking Spray (launch)

### PHARMACEUTICAL

- AZARGA Ophthalmic Suspension
- TRAVATAN Z
- Gilead
- NOVO NorDisk
- Glaxo Smith Kline (TUMS, Spectro Acne Care)

### RETAIL

- Bata Shoes
- Japan Camera
- Laura Secord
- Optical Factory

### SERVICE

- Allied Van Lines
- Holiday Inn
- Scandinavian Airlines



## TYPES OF 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
- POS