

Leo Chan

(647) 292-8275 • leo [at] pixelsparks [dot] com

SKILLS

Software

Acrobat, After Effects, BBEdit, Dreamweaver, Final Cut Pro, Flash, iLife, Illustrator, InDesign, Lighthouse, Microsoft Office, Motion, Photoshop, Premiere, QuarkXPress

Programming

Actionscript, CSS, HTML, MySQL, Php, XML

WORK EXPERIENCE

State Farm Insurance, Aurora | November 2009 - present

Web / Graphic Design Specialist

- Responsible for art direction and production for interactive (web and motion) and print projects
- Provided art direction & production for corporate video and photo shoots - recognized by the enterprise for excellence
- Developed promotional launch strategies for internal communications for various departments
- Primary consultant for all design-related activities within the Creative Studio & department management
- Created and implemented various strategies to increase employee productivity, business continuity, and leverage technology within the company
- Implemented processes to maximize internal resources and save the company money
- Developed the creative side of the department from scratch, including internal processes and the methodology for hiring team members
- Trained and mentored team members and student interns on various job functions
- Provided direction and support for the junior members of the team
- Developed training materials & facilitated training for associates on web updates

The Marketing Channel, Markham | February 2009 - November 2009

Graphic/Interactive Designer

- Worked on projects for major clients, including: Corona® and Cadbury Schweppes brands
- Provided art direction on various interactive projects, including websites, microsites, Facebook applications and Flash banners
- Responsible for the production of websites, e-mail newsletters and Flash banners
- Responsible for copy writing for the redesign of The Digital Channel website
- Responsible for art direction, audio recording, storyboarding and production of a motion graphic/video demo for a software company
- Responsible for art direction and production in print (POS, advertisements, etc.)

Elevator 5 Inc., Markham | August 2008 - February 2009

Interactive Art Director

- Responsible for creative direction on interactive projects, including websites, banners and presentations
- Responsible for the creative direction and production of print materials, packaging and identity design

Ryan Partnership Canada, Markham | July 2007 - July 2008

Graphic Designer/Mac Production Specialist, role evolved to Art Director - Interactive

- Worked on projects for major clients, including: Barbie®, Fisher Price®, Glade®, Hilroy, Hot Wheels®, Nestlé Canada, Perrier®, and Toy Express®

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WORK EXPERIENCE

- Responsible for production work in print (client revisions) & interactive (programming, frame-based Flash animations, XML updates)
- Responsible for Flash banner designs & production
- Designed print materials for existing clients and new client pitches
- Provided art direction on various interactive projects, including the company website
- Directed and lead all QA on interactive sites before launch
- Produced videos and motion graphic snippets for various projects
- Performed research for internal company projects and for new client business
- Recognized in several company communication meetings for outstanding work

Can-Fit-Pro, Toronto | November 2006 - June 2007

Graphic Designer

- Responsible for the design, production and co-ordination of the company's internal and external marketing materials, including print, web and brand
- Improved the company's brand through effective, creative solutions
- Liaised with various departments to assess project objectives, goals and deadlines
- Actively sought out innovative solutions to improve company processes and provided methods for implementation
- Employee of the Month, February & March 2007

VOLUNTEER

Synergy Ministries, Toronto | January 2005 - August 2007

Creative Director

- Responsible for establishing the organization's identity
- Responsible for concept work and development in print and web design

INTERNSHIP

Burnkit Creative, Inc., Vancouver | April 2004

- Responsible for concept work in print design (books, leave behinds, CDs)
- Responsible for making design revisions based on client needs, in packaging, print and corporate identity projects

EDUCATION

Tyndale University College & Seminary, Toronto | 2005 - 2010

- Master of Theological Studies

York University/Sheridan College, Toronto | 2001 - 2005

- Bachelor of Design Honours, Cum Laude, Dean's Honor Role
- Professional Certificate in Digital Design

AWARDS & DISTINCTIONS

- Featured work in Print Magazine's 2005 Digital Design Annual
- Portfolios.com 2005 Awards, Gold & Silver Award
- 2005 RGD Student Award
- 2005 Millennium Grant, valued at \$2,500
- Two featured works in 2005 York/Sheridan Design Show
- Portfolios.com 2004 Awards, Gold & Merit Award
- Design Against Fur 2004 Competition, Honourable mention
- Featured work, Kalon poster, in 2003/2004 Verso Magazine
- 2003 Millennium Excellence Award, valued at \$4,000, renewed in 2004
- 2000 York University Entrance Award

REFERENCES

Available upon request