**SENIOR CREATIVE -** AirgidMedia Inc. Windsor, Ontario (2002 - Present)

* Managed, produced and designed projects for the following clients: Nike, MTV, Much Music, Lexus, TSN, ESPN, CBC, Amnesty International, Ford, Buick, NFL, WWF
* Developed strategic marketing programs for various freelance clients. Programs included managing 3rd party vendors, manage creative and programming teams, project management of million dollar website properties, long term content calendar creation, complete digital marketing strategy from concept to execution, customer focused delivery while building strong stakeholder collaboration
* Managed social media, SEO strategies and online advertising for various clients
* Developed TSN’s most successful online property to date. NHL Play of the Y ear microsite received over 300,000 unique visitors a week. 40% of visitors returned each day. The final match video received 2.4 million views.
* Work featured in: Globe and Mail, Applied Arts, Communication Arts, Adobe, HOW and FITC
* Published Author: various books about web design, networking and how to use Adobe software
* Speaking & TV appearances: FITC, NXNEi, G4 Tech TV, DesignFest, Atlanta Institute of Design

**LEAD DESIGNER** - Icon Interactive,Ann Arbor, Michigan (Nov. 2000 - May 2002)

* design and development for clients such as Siemens and Toyota
* identity design and management, interactive development

**SENIOR DESIGNER** -Rare Medium, Bloomfield Hills, Michigan (Nov. 1999, Nov. 2000)

* creative direction and mentor for team of designers**,** project lead for various projects in New York, Detroit and Toronto

**SENIOR DESIGNER** - Campbell-Ewald Advertising,Warren, Michigan (Nov. 1998 – Nov 1999)

* create interactive modules for Chevrolet.com
* multimedia design for the Corvette, and award winning Monte Carlo site
* trained junior art directors
* help facilitate the creation of technical standards and procedures for production of Chevrolet site

**DESIGNER** - GK Interactive, Troy, Michigan (June 1997 – Nov 1998)

* design multimedia projects for clients such as The Detroit Tigers, Greenfield Village, GE and GM
* computer graphic training workshops for various companies
* design and execute Macromedia Director CD-ROM projects

**DESIGNER** - Polar Interactive Inc, London, Ontario (May 1996 – June 1997)

* design GUI for “Polar Voyageur” Interactive TV Systems
* design multimedia advertisements and animation for the Tele-Direct “Passport Hotel Interactive Travel Guide”

**DESIGNER** - Western University, London, Ontario. (Sept. 1993 - May 1996)

* conducted multimedia workshops for students and faculty
* managed part-time staff
* created multimedia presentations for various university courses

**BACHELOR OF ARTS, VISUAL ARTS**

1993-1996, Western University, London, Ontario, Canada

