



Art Director, RGD
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416.688.1066

PROFILE

I am a creative professional with over 18 years of corporate and promotional experience.

I have a proven ability to meet deadlines and adhere to budgets in a timely manner.

With outstanding written and communication skills, I possess a special flair for relating to a wide range of personalities.

DESIGNATION

2017 to present:
Registered Graphic Designer designation from the Association of Registered Graphic Designers

EDUCATION

Ontario College of Art and Design University
2006: Bachelor of Design
2001: Associate 4 yr. Diploma in Communication & Design

DIGITAL SKILLS

Adobe Creative Cloud:
InDesign, Photoshop, Illustrator, Acrobat
Microsoft Office:
Word, Powerpoint (MAC Environment)

LANGUAGES

English, Spanish

DESIGN EXPERIENCE

Freelance Art Director/Senior Graphic Designer

Jimena Mota Graphic Design and Art Direction - June 2014 to present

Clients include Miele Canada, Dog and Pony Studios (CIBC, TD, Teneo Holdings), Durham Region, Town of Ajax, Town of East Gwillimbury, Hillert & Associates (McDonald's), DACS Marketing (Sunkist Growers, Nestlé Canada, McCain Foods Canada).

- > Responsible for graphic design from concept to completion in the form of corporate and promotional material.
- > Providing clients with exemplar design solutions by understanding their creative needs and budgets.
- > Designing and maintaining brand identities.
- > Managing clients and accounts.
- > Basic copy-writing and editing.

Art Director/Senior Designer

Caburgraphic Inc. (studio for DACS Marketing) - April 2006 to June 2014

Creative, promotional and marketing agency. Clients include Sunkist Growers, Nestlé Canada, Nestlé Waters Canada, Nestlé Purina and McCain Foods Canada.

- > Responsible for graphic design from concept to completion, in the form of point of sale, corporate material, packaging, and basic web design.
- > Provided clients with design solutions by coordinating the marketing and creative teams.
- > Assisted in the development of account presentations for business development.
- > Managed production, press approvals and photo shoots for each job assigned.
- > Art-directed design interns.

Intermediate Graphic Designer

BlackCat Advertising Inc - September 2002 to January 2006

Full service ad agency, specializing in corporate and brand identity development. Clients include Humber College, University of Toronto, PACE Savings & Credit Union and HRPAAO.

- > Responsible for graphic design from concept to completion, in the form of corporate identity development and advertising campaigns.
- > Provided clients with strategic direction on a per-project basis, by working closely with the copy-writing and creative teams.
- > Formulated and applied brand guidelines to maintain consistent corporate and brand identities.
- > Art-directed photo shoots for campaigns.
- > Managed production and press checks.