



Good day!

I saw the job posting on indeed.com for "Graphic Designer" today and I feel that this would be an excellent opportunity. Some highlights of my professional career thus far include;

- In the 19 years with Xerox Canada Ltd. I have been contracted out to such companies as Emera, Communications Nova Scotia, Farmers Dairy, St. Mary's University, and Bell Canada.
- Acted as liaison with management, clients and vendors across Bell and within Xerox on matters related to creative design, print management, quality control, creative consultation, and quoting of jobs.
- While contracted to Bell Canada, I had the opportunity to work on digital screens for their retail stores, create content for Bell Aliant's Facebook page, and build assets for Bell Aliant's website.
- Participated in the creation and ongoing maintenance of graphic standards related to the Bell brand. This included building PowerPoint Templates, specialty letterhead, business cards, and specialty envelopes.
- Maintained and designed elements for the Bell Aliant trade show and special events booths. This would often include contacting suppliers to find new materials and solutions to logistical problems.
- Having worked for several small sites during my time at Xerox Canada Ltd., I was required to backfill in many positions. This including having to operate the printers as well as the finishing equipment (binders, cutting, laminating, etc.).
- While contracted to Bell Canada, I managed and produced a lot of Bell Aliant's direct mail and variable data pieces. This included messaging going to current customers as well as the "Neverhads", which were the potential customers that Bell was directly marketing to.

This sounds like a great opportunity, thanks for your time, and I hope to hear from you soon.

Regards,

Martin Jefferies



Martin Jefferies

23 Durham Way, Dartmouth, NS B2V 1X1

mahtee@goodesign.ca

902.830.0658

A disciplined Graphic Design professional, with over 18 years of experience in the telecommunications and utility industry. Has a strong desire to reach high quality standards, even under the pressures of tight deadlines.

Employment

Senior Graphic Designer

Xerox Canada Ltd.

April 1997 to January 2018

Worked on the managed services section of Xerox, and was contracted out to Bell, Emera, Farmers Dairy, and Irving Oil.

Career Highlights

Working directly with customers and manage their jobs from start to finish.

Managing a job from coming up with the concept and design, through to quoting, outsourcing, and shipping of the final product.

Working with the Bell Aliant sponsorship team.

Working on sponsored events presented some unique situations. Thinking out of the box and coming up with unique solutions were required, and quite often working with new materials was often involved. Recently this has included building info/ad screens for Fibe TV, creating HTML emails/e-invites for sponsored events, and creating large format visual panels for event booths.

Developing and working with brand strategies.

- Participated in brand launch when Bell Aliant transitioned from Aliant.
- Worked very closely with the Bell Aliant Brand Management team to further develop their brand for specific applications.
- Helped Bell 'police' their brand internally to ensure brand accuracy throughout the company.
- Worked with the Bell Aliant marketing team on building brand around the 2010 Vancouver Winter Olympics, and the 2012 London Summer Olympics.

Lead designer role for the graphic design team.

- Managed all the jobs that the team worked on.
- Made sure that the correct job went to the person with the correct skill set for that particular job.
- Chaired the morning team/strategy meetings.
- Performed quality control on all jobs by reviewing each job before they were sent to customers to ensure they were done correctly and that all brand guidelines were followed.



Education

1994 - 1997

Graduated with honours in a three year graphic design diploma course at the New Brunswick College of Craft and Design.

1990 - 1993

3 years of a BA program at the University of New Brunswick, Saint John campus.

Professional Training

- Lean Six Sigma Yellow Belt
- Accessible Graphic Design
- QwikSolver™
- WHMIS
- Fundamentals of Quality
- Value Assurance Program – Business Basics
- Value Assurance Program – Productivity Benchmarking
- Emergency First Aid CPR “A” & AED

Skills

- Adobe Creative Suite (including Adobe Premiere Pro and Adobe After Effects)
- Microsoft Office
- HTML5, CSS3 and Drupal 8
- Accessible PDFs with Acrobat DC

Interests

- Current active member of ESGSAR (Eastern Shore Ground Search and Rescue)
- Member of an online sim racing group (SRN Motorsports), managing the team’s Facebook page, website and custom car liveries and other graphics
- Enjoys the outdoors, doing activities like camping, ATVing, biking, fishing and hiking
- Enjoys sports, lots of sports. Favourites include football (CFL & NFL), volleyball, hockey, water skiing and motorsports

Online portfolio

Sample work can be viewed at mahtee.carbonmade.com