

Experience

Packaging Designer

Emmerson Packaging

November 2020 – Present

Expanding my reach into flexible packaging, I'm gaining a highly technical understanding of designing for flexo printed and formed poly films. Heavily involved in ensuring manufacturing accuracy through precision dieline design, I set the stage for intuitive, designer-friendly print layouts for high speed mass production.

- Overhauled company wide dieline master layout standards for dimensional accuracy, visual clarity, and streamlined customer QC experience
- Coordinating with press and converter operators ensuring successful print and forming trials
- Working with international customers developing package sizing, optimization on different bag machines and prototyped samples

Pre-press Assistant ► Structural Package Designer

ORB Toys

March 2017 – March 2020

Covering much more than the titles suggest, I had a wide gamut of responsibilities collaborating with product designers in one of the fastest and most demanding work environments in the toy industry.

My diverse experience at ORB Toys immersed me in market research, product concept exploration, creative structural design engineering, prototyping, and efficiency-driven refinement stages while under intense timelines. My time here was spent carving out a position that offers a blend of both engineering and artistic abilities, elevating the capabilities of the company.

- Product packaging and shelf display dieline design development, engineering, prototyping, and refinement, and strategic cost planning on a variety of substrates for factory mass production
- Production design and formatting for large-scale tradeshow graphics and printing in on-site printshop
- Extensive pre-press processing for press artwork handoff
- Printshop workflow using Esko i-Cut Production, Esko Layout Essentials, and Onyx RIP-Que software
- Operation and maintenance of Epson large format printers and Esko Kongsberg CAD cutting table operation

Graphic Designer

Stewart McKelvey

May 2011 – October 2015

Collaboratively working within a marketing team, I helped strategically develop, design, and deliver both internal and client-facing promotional content. Driving business development to specific areas of law as well as establishing a strong brand presence in the wake of a total corporate rebranding prior to my arrival was at the core of my role. Much of the content I found myself developing required me to interpret multiple changing business objectives and creatively express my ideation into marketing concepts for proposals to the team.

- Establishing branding identity standards on a wide range of marketing collateral
- Developing strategically targeted brochures, booklets and advertising campaigns with Marketing Coordinators and Marketing Directors
- Designing and developing web content, client newsletters, event materials and HTML Email communications
- Managing print projects through all production and coordination stages

Freelance Designer

June 2010 – Present

Working independently with small businesses and startups, I'm able to apply the growing skills and knowledge I've gained through my work experience to provide both print and digital media solutions. This freelance work allows me to constantly build my repertoire as a designer and challenge my angles of attack by diving into a variety of industries, each case needing a strategic, success-focused approach in ground-up development to be a smooth and painless experience for the clients.

- Meeting with clients to distill project objectives, strategy, execution, and marketed rollout stages
- Providing experienced based insights while listening to the client's needs and pushing the best blend of both into the work
- Coordination, management, and quality control of any external production work
- Maintaining ongoing supportive relationships as the client requires

Technical skillset

- Extensive experience in Adobe Creative Suite applications:

Photoshop	13+ years
Dreamweaver	10 years
Illustrator	10 years
InDesign	10 years
- Basic experience in Adobe Creative Suite applications:

Premiere Pro	1 year
After Effects	1 year
Dimension	1 year
- WordPress web design platform customization using UX builders and WooCommerce product integration
- High volume printshop workflow software and hardware:
 - Esko Layout Essentials software
 - Onyx RIP-Que software
 - Epson Large Format Eco-solvent printer operation
 - Esko Production Console software
 - Esko Kongsberg CAD cutting table operation
- Advanced DSLR camera and lighting equipment operation shooting in both studio and on-location situations

Education

Studio Product Photography | Halifax Photography Classes

February – April 2018

Focusing on the in-depth theory and hands-on practice of professional product photography, I gained a deeper understanding of studio lighting and modifiers to capture beautiful support assets for product marketing and e-commerce.

Digital Photography – Beyond the Basics | NSCC

January – April 2014

Explored advanced techniques including off-camera flash and controlling lighting methods for both studio and on-location environments.

Graphic Design | NSCC

September 2009 – June 2010

Focused, in-depth study and practice of typography, web design, Flash animation, pre-press file management, and group collaborations working with real clients needing identity re-brands, logo design, and developing creative briefs addressing their goals.

Applied Communication Arts | NSCC

September 2008 – June 2009

Introduced to and practiced the spectrum of applied arts, including illustration techniques, digital and film photography, design, and mixed media studies.