

profile

Aldous is a senior art director with over seven years progressive financial, corporate, and production management experience in the creative design and online industry. Provides realistic and effective bottom line direction and leadership in the areas of creative and strategic solution, team management, and hands on production. A positive, goal oriented team visionary who operates with confident technical abilities and creative level of integrity. Recognized for setting and achieving high standards.

career history

SELF EMPLOYED PRESENT

Working as an independent creative consultant who specializes in Branding, Graphic Interface design and creative direction.

Creative Director, Senior Art Director present
Clear Intent Inc.

Was responsible for establishing and merging Clear Intent's branding across print and online mediums.

- Created the concept design for the Website (www.clearintent.com) and Creative directing a team of designers and Developers.
- Developed Marketing Print collateral materials for Clear Intent and making them available online via PDF.

Creative Director, Senior Art Director present
Canadian Hockey Association

Provided Creative solutions to marketing team in order to establish a personalized site, which is technologically advanced yet user friendly.

- Involved in working closely with the Sales and Influence Architect to come up with user-friendly information architecture.
- Created user interface for Canadian Hockey Association's personalized web pages.

IMMERSANT INC. 1997-2001

A subsidiary of Bowne and Co. which is based in more than 20 offices across Europe, Asia and North America, Immersant is an Internet consulting company that provides competitive advantages to it's world wide clients.

Senior Graphic Interface Designer 2000-2001
Immersant Inc. (Formerly Bowne Internet Solutions)

Reported to the Chief Technology Officer. Was responsible in working on multi-million dollar accounts. Responsibilities were concept creation, client presentation, production, managing creative and technical staff, budgeting, estimates and strategic problem solving.

career history continued

- Advised clients in their design matters and cross-sold services where appropriate.
- Played a significant role in establishing Immersant's branding by working closely together with a third party agency.
- Conceptualized and produced Immersant's website in conjunction with a team of designers and developers.
- Owned creative license of Immersant's brand.
- Involved directly in supporting Immersant's marketing department in creating sales presentations, brochures and online pieces.
- Managed a team of experts on a design level and insured that the project is built right, on time and on budget.
- Designed and managed Bowne Global Solution's website and established their presence online in six different languages.
- Traveled across the world to gather project requirements, conduct presentations and produce photos for clients such as Bowne Global Solutions, Immersant and Bowne.

Accounts worked on at Immersant includes Marshall And Ilsley Corporation, Fleet Bank, Bowne, Bowne Global Solutions, Immersant, and Quick and Reilly

Senior Graphic Interface Designer 1999-2000

Bowne Internet Solutions (Formerly Quadravision)

Reported to Creative Director. Looked after and art directed Graphic Designers. Conducted brainstorming sessions and meetings. Created concept designs for major financial accounts and presented them to the clients. Was responsible for creating concept design and graphic production.

- Created and established branding for Bowne Internet Solutions, by conceptualizing, managing and building the website.
- Designed websites for financial clients such as CIBC and Fleet bank bringing in 25% of Bowne Internet's total annual revenue.
- Assisted Sales and Marketing team in developing effective sales pitch presentations by designing conceptual interfaces, which resulted in more revenue.

Accounts worked on at Bowne Internet Solutions include Fleet Bank, Fleet Homelink, Fleet Officelink, CIBC, Bowne Internet Solutions, Summit Bank, Investor's Group, and XL Capital Ltd.

Graphic Interface Designer 1997-1999

Quadravision

Reported to Senior Designer. Was responsible for creating concept design and graphic production.

- Teamed up with experts to develop cutting edge DHTML demos for Marketing and Sales department, which in turn landed accounts totaling up to more than \$5,000,000 worth of revenue.
- Designed Mbanx's very first website which catapulted the company to public awareness.
- Developed and solved complex solutions for Fleet Bank's online calculators.
- Trained Creative department the basics of HTML.

Accounts worked on at Quadravision includes Mbanx, Fleet Bank, Summit Bank, Investor's Group, T. Rowe Price, Bank of New York, Blue Cross, Manulife Financial, Sunlife, New York Life, BMW Canada, American Express Canada, and TD Bank.

career history continued

FIREWORKS CREATIVE 1995-1997

Started up as a small print and advertising shop, now an established Cognicase interactive company.

Graphic Designer 1995-1997

Fireworks Creative, Inc.

Reported to Creative Director. Conceptualized, developed and produced print based advertising materials for Firework's clients.

- Was involved in numerous print based designs for high profile clients.
- Spearheaded Fireworks Creative into offering web and multimedia services to their existing clients
- Led and managed the interactive aspect of the company by conceptualizing, designing and building the websites for Fireworks' existing client list.
- Five years later Fireworks Creative is a purely web-based services company.

Accounts worked on at Fireworks Creative include CIBC, TD Bank, and Ontario Hydro. Websites includes Rimrock Resort hotel, Estates of Sunnybrook, San Ysidro Ranch, Post Hotel, Purcell Lodge, Post Fax, Stratcon Advertising, and Vanity Software.

education

BA, Diploma, Graphic Design, Toronto, Ontario 1993-1995

George Brown College, Advertising major. Awarded "Best in Advertising".

HOW Design Conference, Dallas, Texas 1999

Managing Creatives, Creative Process, Presentation Skills, and Dealing with Difficult Clients

HOW Design Conference, Atlanta, Georgia 2000

User Interface Design, Designing for a globalized market, E-Commerce Solutions, and B2B Solutions

Certificates, Flash 5.0, CIMDI, Toronto, Ontario 2001

Introduction to flash 5, Animation and basic Lingo

skills

- Proficient on Mac and PC platforms.
- Ability to render both manually and digitally.
- Able to conceptualize, design, produce and manage print and web based projects on tight deadlines.
- Experience in selling and presenting design rational to the client.
- Expert in Design tools such as PhotoShop, Illustrator and Quark Xpress.
- Experience in Director, Shockwave and digital video editing.
- Skilled in 3D and animation using Bryce 3D, Adobe Dimensions, Poser and Infini-D.
- Experience with web authoring tools such as Dreamweaver, BBEdit, Javascript, Flash 5, GIF animations and Raw HTML.
- Worked with Microsoft Office apps, Adobe Acrobat.
- Significant experience and passion in conventional and digital photography.