

Why you should hire me.

I'm inspired by the power of sharing my visual work: whether it be within my team, co-workers or stakeholders, clients, and ultimately with the consumer. While I am self-directed, I love working within teams. My creativity is fuelled by bouncing ideas around and collaborating with others. I adhere to honest, straightforward, clean, colourful and classic designs. In my work I passionately practice traditional design principles that have stood the test of time. I'm ardent about building enduring relationships (internally and externally) and comfortable communicating with clients. I have an incredible work ethic, and I'm passionate about working within and improving processes and systems. Years of experience have oriented my focus toward finding solutions when problems arise. I am loyal and want the people I work with to be profitable and successful. And Oh, BTW I'm a very strong designer.

WORK EXPERIENCE

LEAD CREATIVE *for* Ren Ko Creative
Medicine Hat, AB Feb 2023 – present

LEAD GRAPHIC DESIGNER *for* CIR Realty
Calgary, AB Nov 2010 – Feb 2023

CONTRACT DESIGNER, Self-Employed
Calgary, AB 2008 – Nov 2010

DESIGN DIRECTOR *for* Power Measurement
Victoria, BC 2001 – Jun 2004

MEDIA / DESIGN ARTIST, Self-Employed
Calgary, AB 2000 – Nov 2001

DESIGN TEAM LEAD *for* Mosaic Studios
Calgary, AB 1998 – 2000

SENIOR MULTIMEDIA ARTIST *for* Vicom Media
Calgary, AB 1993 – 1998

EDUCATION

Alberta University of the Arts, Calgary, AB
BACHELORS OF FINE ARTS 2004 – 2008

Thompson Rivers University, Kamloops, BC
DIGITAL ARTS & DESIGN diploma 1991
and **FINE ARTS** diploma 1993

HIGHLIGHTS & MILESTONES

Mentored and trained junior and freelance designers and several admin staff who continue to make significant contributions to the company's communication and productivity

Introduced and refined proprietary web portal system that offered turn-key social media solutions to 800+ realtors and helped transform template programming that opened up several customizable options

Spearheaded acquisition of department equipment and supplies that successfully increased company's service offerings

Performed consistent and ongoing project cost analysis that clarified and directed resource allocations and increased department revenue

Consolidated and managed corporate identity, liaising with associates and team members to increase brand consistency and recognition

Coordinated the annual production and printing of over a dozen support pieces (with multiple language versions) on-time and under budget

Negotiated with printers, programmers, vendors, and creative support teams and established sound relationships that enhanced buying power and decreased print production and inefficiencies that positively impacted the department's product quality and annual bottom line

Successfully and consistently produced a monthly newsletter and initiated processes to improve automations to significantly decrease production time by 75%

Gives and incorporates feedback and direction well

Collaborated with the accounting department to streamline billing processes and trained and guided staff

Initiated coordination with technology department to find solutions to data structure and stability, file storage and sharing, and equipment / software acquisitions to improve department workflow

Continue to innovate and learn everyday in my career: improving processes, making strong connections and relationships, increase productivity and staying current with technology/industry trends

SKILLS

Adobe Creative Suite

Video Production and Editing

Microsoft: Word, Excel, PowerPoint and
Google: Docs and Sheets and Mac: Pages
and Keynote

Corporate Branding

Visual Identity Development

Typography

Photo Retouching

AI Prompting

Website Design and Coding

UI and UX Design

Print Media

Digital Media Marketing

Canva

Data Merge Capabilities

Project Management

Scheduling and Negotiations

Cost Analysis

Decision Making

Leadership and Mentoring

Monday.com

Marketing and Advertising

Thank you for your time.

I invite you to visit my website
for samples of my work.

renkocreative.com