



Career Summary: Accomplished and talented graphic designer offering your organization over 20 years of print, digital and marketing experience. Strong design capacity focusing on marketing materials such as printed brochures, posters, logos, stationery, product packaging, in-store displays and promotional items. I have created successful work for financial institutions, consumer packaged goods, and healthcare clients. I invite you to view my portfolio at **mflorida.com**

Skills & Proficiency:

- Advanced knowledge of Adobe InDesign, Photoshop, Illustrator, and Acrobat
 - Competent in designing brochures, newsletters, sales collaterals, logos, branding, packaging and client presentations
 - Thorough understanding of the client's brand guidelines while applying a flair for design, keeping the client and end consumer in mind
 - Proficient with pre-press and creating final files for print and digital files
 - Excellent communication skills and ability to interact with clients and understand their requirements
 - Excellent team player and ability to work in groups or alone, to complete a desired task
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Experience:

Freelance Graphic Designer/Production Artist – 2016 to present

- Creating designs for print and web, from original concept to print/web ready files
- I have been working remotely in my home studio, located in Mississauga, for the past 5 years

Ariad Communications: Senior Graphic Designer/Production Artist – 2000 to 2015

- Created printed materials for a wide range of clients including financial, healthcare, and consumer packaged goods clients
- Created web files, such as emails, banners, landing pages and social media graphics
- Thorough understanding of design fundamentals including colour, imagery, typography
- Understand the use of brand guidelines
- Used time management skills to multitask various projects
- Able to use pre-press skills to finalize files for printers, colour correct and sign off on proofs
- Trained new production designers until they were fully on-boarded

Ariad Communications: Freelance Graphic Designer/Production Artist – 1998 to 2000

- Created printed materials such as newsletters, sell sheets, brochures and package design, for corporate and retail clients. This included the design/layout and pre-press for all jobs

Ad People Agency: Freelance Graphic Designer/Production Artist – 1996 to 1998

- Freelanced for a variety of companies including: Mad Graphics, Gencom, Spencer Francy Peters Inc, Cooper & Williamson, The Medicine Group and Ariad Custom Communications
- Created printed materials, from initial concept to print ready files

T.P. O'Malley Creative Communications Inc.: Graphic Designer/Production Artist – 1994 to 1996

- Designed and created print ready files, for brochures, booklets, packaging, calendars and logos
 - Typeset for variety of corporate and retail clients
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Education:

MOGO Media

The InDesign Seminar Series: Toronto: One Day Lecture Only Seminar

The Chang School (Ryerson University continuing education – 42 hour course)

HTML and Cascading Style Sheets

Toronto Image Works (10 week course)

Advanced Photoshop

Toronto Image Works (10 week course)

HTML 1 Intro to Web Page Design

Humber College

Advertising and Graphic Design