

## Professional Profile

A Creative professional with 20+ years combined experience in graphic/ web design, UXD (User Experience & Design) and front-end web development, specializing in dynamic, innovative solutions that give a unique and engaging UX, leading to successful, quantifiable results for client performance objectives.

Seeking to contribute my experience, skill sets and expertise, to a rounded team of creative professionals.

- Innovative thinker/ Problem-solver – Adept at finding outside the box solutions to unique problems
- Strong time management skills – Able to complete multiple tasks on tight or competing deadlines
- Keen attention to detail – Adept at focusing on the ‘big picture’ while closely managing the key contributing details
- Exceptional interpersonal skills – Build strong relationships and successfully communicate & collaborate with individuals and teams at all organizational levels

## Experience

### Digital [Marketing] Specialist

Apr 2017 – Jun 2018

#### *Globe Digital Media/ The Globe And Mail, Toronto, ON*

Work with editorial teams, marketing & sales managers, technical staff and vendors to execute initiatives and packages. Handle the day to day running and maintenance of publishing/ organization websites and portals.

- Implemented, developed and customized a new website solution for sales and marketing hub
- Established streamlined work flow processes and HTML templates for email marketing initiatives
- Collaborated with internal and external teams on special projects and partnerships

### Digital [Web] Producer

Jun 2011 – Nov 2016

#### *Rogers Media Inc, Toronto, ON*

Work with editorial teams, marketing & sales managers, technical staff and vendors to execute initiatives and packages. Handle the day to day running and maintenance of publishing/ organization websites and portals.

- Maintain digital assets work with publishing brands and organization teams to create custom content and packages

### Visual Communicator/ Creative

Mar 1998 – Current

#### *IMDC/ Concep Studios, GTA, ON*

Work with various clients to establish creative needs. Determine the technical disciplines and creative mediums required to bringing them to completion.

- Utilize graphic design, web design, front-end web development and illustration skills to complete creative projects

### Graphic Designer/ Web Designer & Developer

Feb 2005 – Apr 2011

#### *JIM Media Inc, Mississauga, ON*

Work with various clients to establish specific project needs and then determine the technical disciplines and creative mediums required to bringing them to completion.

- Manage project milestones and act as client liaison between departments

### Graphic Designer & Illustrator

Jul 1997 – Jul 1999

#### *Internship - Dent Design Studios & Mic check magazine, Toronto, ON*

Contribute to the publications/ studios editorial and graphic design teams by assisting with page layouts and spreads, as well as client work.

- Honed creative & desktop publishing skills under the guidance and approval of the chief editor

## Relevant Skills & Experience

- Project Management & Creative Direction – various capacities (multi-tasking)
- Collective Customer Service Experience – 20+ years
- Chief Editor/ Creative Lead – small press sequential art publications
- Award-Winning Web Design – mobile first, responsive, HTML(5) & CSS(3) layout 10+ years
- Graphic Design Experience – 20+ years
- Illustration (Digital & Traditional) – character design, storyboards, sequential art
- Branding/ Logo/ Company ID design & development
- Web Development – see 'Application & Programming Knowledge'
- Creative Writing – short stories, copy-editing, copy-writing, poems
- (Screen) Printing – creating and printing prepared garment and other products designs
- Digital production – created & redesigned content for RDM properties (Maclean's, Chatelaine, Flare, Canadian Business...)

## Application & Programming Knowledge

- Adobe Creative Suite CS6/ CC (Photoshop, Illustrator, Dreamweaver, InDesign...)
- HTML & CSS – Compliant responsive/ mobile first code
- Content Management Systems (CMS) – WordPress, Cpanel, TOPS, Drupal
- OOB & Markup – PHP, JavaScript, JQuery, XML
- Microsoft – Office (Word, Excel, PowerPoint...), Silverlight, Expression Blend, Visual Studio

## Education & Training

### Web Design & Development Diploma

2010 – 2011

triOS College, Toronto, ON

### Creative Study

2001 – Current

Various Studios, Private Study, GTA, ON

Graphic & Web Design/ Web Development/ Illustration/ Drawing/ Painting/ Creative Writing

### Classical Animation Diploma

1998 – 2000

Tim Slater School of Classical Animation, Toronto, ON

### Art Fundamental Diploma

1996 – 1997

Sheridan College, Oakville, ON

### BTEC – Visual Communication & Graphic Design, Diploma

1992 – 1995

University of Central England, Birmingham, UK

### BTEC – Art & Design, Diploma

1991 – 1992

Matthew Boulton College, England, Birmingham, UK

## Work Examples

[IMDC - Recent Work](#) | [www.ImDeanCarter.com](http://www.ImDeanCarter.com)