

Work Experience

Freelance Design Consultant

July 1997 – present

Responsibilities: Leverage my accumulated skills, knowledge and experience to help clients find design solutions that are simple, useful, and effective.

Clients: Audience Rewards, The Beauty Forecast, The Black and White Gallery, Brightroom, Broadway Education Alliance, Camp Broadway, Clarion Foundation, Cocktail Nuts, Garbett Design, Konzuk Metalwear, Lancier, Lavalife, N5R Realty Advisors, Nederlander Organization, Newtopia, NSCAD University, Ove Design & Communications, Publicis Canada, SiteShuffle, Suzy Conn, RentMyPlace.com, Wifidelity

Creative Director

Wild Horse Communications (Toronto, Canada)
 September 2010 – present

Responsibilities: My role is to help lead the creative development of any design and branding related projects that enter into the studio.

Clients: In the Spirit Yoga Studio & Wine Bar, Cameron Stewart LifeScience, Spanish Tourism Board, Wild Horse Communications

Creative Director

Microsoft Health Solutions Group (Redmond, United States)
 December 2006 – May 2009

Responsibilities: Working closely with the senior marketing team, I helped develop and launch the Microsoft HealthVault platform while envisioning a new generation of online health applications for both enterprise- and consumer-based users.

Projects: Microsoft Amalga, Microsoft HealthVault

Creative Director

Points International (Toronto, Canada)
 October 2004 – November 2006

Responsibilities: Working closely with the senior marketing team, I helped design and implement a new online user experience for the entire Points.com Web site.

Clients: AirIncentives, American Airlines, Audience Rewards, Points.com

Design Director

Wild Horse Communications (Toronto, Canada)
 June 2003 – March 2004

Responsibilities: I helped lead the design and implementation of environmental graphics, signage, and other branded communications materials for a nation-wide network of Rogers Plus retail stores.

Clients: Kahnert Furs, The Morris Law Group, Reach for the Rainbow, Rogers Wireless, Shoom, SYN-X Pharma

Graphic Designer

Spencer Francey Peters (Toronto, Canada)
 October 1997 – April 2003

Responsibilities: Working closely with a wide range of clients, I helped design and implement new branding programs through the use of branding manuals, digital artwork, templates, and other branded communications materials.

Clients: AGF Management, Alcan, BrandActive, Canada Post, Canadian National Institute for the Blind, Design Exchange, Direct Energy, Financial Planning Standards Board, FoodTrust of Prince Edward Island, Four Seasons Hotels and Resorts, IMAX Corporation, ING Canada, Kinectrics, Mount Sinai Hospital, OpenCola, Royal Ontario Museum, Smart & Biggar/Fetherstonhaugh, TD Waterhouse, Scotiabank, Spencer Francey Peters, Toronto Hydro Corporation, William Osler Health Centre

References are available upon request.

Formal Education

Bachelor of Design (Honours) Major in Communication Design

Bachelor of Design (Honours) Program
 NSCAD University (Halifax, Canada)
 January 1995 – April 1998

Ontario Secondary School Diploma

Canadian International Matriculation Programme
 Sunway University College
 (Bandar Sunway, Malaysia)
 January 1994 – December 1994

University of Cambridge International Examinations General Certificate of Education (Ordinary Level)

International Stream
 Kolej Tuanku Ja'afar (Manting, Malaysia)
 January 1991 – June 1993

Capabilities

My intuitive understanding of interface design, combined with a strong background in graphic design, makes me highly specialized in designing and prototyping interactive experiences that are visually engaging and easy to use.

Creative. I am dedicated and driven to meet every challenge with innovative design solutions that are simple, useful, and effective.

Thorough. My working style is most often described as highly organized and precise, with an acute sensitivity to detail.

Intuitive. Whether designing a new system, or decoding an existing one, I have an uncanny knack for being able to visualize and understand how multiple elements work together.

14+ years working experience...

(Mac OS or Microsoft Windows)

Adobe Acrobat
Adobe Illustrator
Adobe Photoshop
Microsoft PowerPoint
Microsoft Word
QuarkXPress

8+ years working experience...

(Mac OS or Microsoft Windows)

Adobe Dreamweaver
Adobe InDesign
CSS (Cascading Style Sheets)
HTML (Hypertext Markup Language)