



1160 St. Clair Avenue West
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 mondo@m2020.com
 www.mondolulu.com

Personal Strengths: Ability to get the BIG IDEA across visually, verbally, and in various media through the use of strong design, copywriting and presentation skills. Adapts quickly to new environments and solves problems efficiently. Thrives under high-pressure conditions; well-suited for the pace of design and advertising industry deadlines.

Skills: Strong typographic ability and excellent compositional skills. Extensive practical knowledge of Mac and PC systems and related software: *InDesign, QuarkXpress, Photoshop, Illustrator, Lightroom, Keynote, MS Office.* Experience with full promotional and advertising campaigns spanning traditional print to direct digital media projects. Possesses traditional drawing and rendering skills.



2009-2014: G Adventures

Senior Graphic Designer

- In-house and offsite design and production
- Creation of travel brochures and promotional material in all print media, according to brand guidelines
- Digital design of landing pages, microsites, e-blasts, social media assets and banner/display ads
- Creation of Keynote/Powerpoint presentations
- Digital and traditional illustrations

1999-ongoing: m2020

Proprietor/Graphic Designer/Art Director

- Creative direction, copywriting and design of material for brand, advertising, promotional, OOH, direct, retail, broadcast and online
- Project management, studio administration
- Notable Brands: *Barbados Tourism Authority, Teletoon, Mac's Convenience Stores, Nike, Mercedes-Benz Canada, Woodbine Entertainment, Rogers Wireless, Mazda Canada, Thomas Cook, University Of Toronto, City Of Toronto, Nabernet*
- On-site freelance studio production and design clients: *Bozell Canada, LA Inc., JWT, Echo Advertising, InColour Draft Worldwide, Bensimon-Byrne, Rapport Inc., Incolour, Agency Promotions, Sunquest Vacations*

Education:

George Brown College:
 Graphic Design diploma
 1994

Sheridan College:
 Classical Animation program
 1985-1987

Teaching Experience:

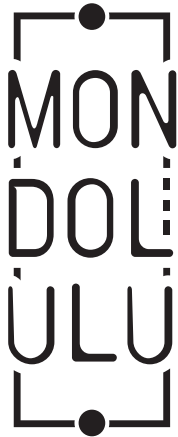
Instructor, full-time program
George Brown College
School Of Design
 1998-2005





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ON BRAND. ON TIME.

1996-1999:

Bensimon Byrne | DMB&B Advertising

Print Art Director, Senior Designer ~ Printpro Studio

- Conceived 1998 print creative for Blockbuster client: art direction & copywriting for ads and collateral
- Layout, design & production of final art
- Creation of presentation materials, TV supers

1994-1996:

Paul Anand Music

Graphic Designer

- Created packaging for CDs, Cassettes, Video, CD-ROMs
- Art directed promotional print ads, brochures, catalogs
- Managed pre-press and production on all print jobs

1990-1999:

Freelance illustration and design clients

- Bozell Advertising
- Merrill-Lynch
- Astley-Gilbert Reproductions
- Unified Communications
- Dot-Dash Recordings
- Body Break
- Artis Inc
- Letraset Canada
- TeenageUSA Recordings
- Alien Girl Records

Awards and Affiliations: 1998 Applied Arts Awards ~ winner in 4 categories,
1998 Marketing Magazine Awards ~ certificate
"Sorry About the Rape" campaign

George Brown College
Voting member Graphic Design Advisory Council
1995-1997

Portfolio, references
available upon request.

