

## Art Direction & Design

T: 416.320.9493

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[www.cielstrong.com](http://www.cielstrong.com)

## WHY ME, IN SHORT:

With nearly ten years of experience in advertising, I have worked on and with a number of major brands, both client side and agency side; international and national. My multi-disciplinary background has allowed me to become a well-rounded art director with a fuller understanding of each segment of a campaign. With a strong background in digital, print, CRM, production and more, I can ideate exciting new concepts that push boundaries, meet client brief and are realistic to produce. I am a natural leader who enjoys and values collaboration. With a passion for the industry and its boundless opportunities, I am thirsty to create, contribute, and learn all that I can.

## KEY POINTS:

- Idea generator and problem solver
- Experienced and talented
- Leadership capable and collaborative
- Excellent eye for detail and accuracy
- Passionate and knowledgeable about design and trends
- Sense of humour

## EMPLOYMENT HISTORY:

### Ciel Strong – Art Direction & Graphic Design | Apr. 2013 – Pres.

- Freelance and contract work through my personal business
- In addition to the design work, I do the full A to Z of running a small business. Scouting work, managing business relationships, quoting, invoicing, file management, taxes, etc.

### Ryan Design International | Freelance Designer | Sept. – Oct. 2019

- Art direction, design and production of luxury real estate collateral (catalogs, emailers, signs, etc.)
- Clients such as MONZA, Heathwood Homes, eQHomes
- Work and coordinate with creative directors, accounts team, other designers, etc.

### Riddoch Communications | Freelance Designer | May – June 2019

- Design and production of collateral for Royal Bank of Canada (RBC)
- Work and coordinate with accounts team, other designers, etc.

### GTB | Contract Art Director | Aug. 2017 – Feb. 2018

- Art direction of Ford Canada campaigns
- Specifically art director (AD) for Truck, then Digital AD for CRM, as well as misc. campaign work as needed (ie: Lincoln, Ford SUV, Ford Fleet, and Ford Parts & Service)
- Presentation of work internally and to clients
- Work and coordinate with clients, creative directors, accounts team, creative team, studio, etc.; Review, provide feedback and provide approvals on collateral

### INNOCEAN | Contract Designer | July 2017

- Graphic design on Hyundai and Kia

### Anomaly | Freelance Production Artist | Oct. 2016 – Apr. 2017

- Production work on print, OOH, digital and social collateral
- Graphic design and illustration as required; Work and coordinate with art directors, copy writers and studio
- Work with clients such as Budweiser, Bud Light, Shock Top, Hershey, Chipits, Reese, Oh Henry, San Pellegrino, Twizzlers, Spotify and more

### Indigo/Chapters | Contract Production Artist | Sep. 2015 – Oct. 2016

- Production work on the 2016 Mother's Day, Father's Day, Back to School, Black Friday, and Holiday campaigns (in-store signage, and Kids Department signage)
- Production work on the 2015 Holiday Kids Guide; miscellaneous production work as required
- Send English verbiage for French translation, project management

### INVIVO Communications Inc. | Freelance Designer | Nov. 2015

- Graphic and production design for pharmaceutical and medical companies

### Azimuth Marketing | Freelance Designer | Oct. – Nov. 2015

- Graphic and production design on marketing collateral for Proctor and Gamble brand names such as Pampers, Crest, Vicks, Always, Gillette, and Oral B

### Ramy Hill | Freelance Designer and Production Artist | Nov. 2014 – Oct. 2015

- Graphic and production design and retouching on marketing collateral for clients Chartwell Retirement Homes and Revera Retirement Homes

### GTB | Freelance Project Manager | July – Aug. 2015

*\*Blue Hive at the time*

- Image review; Co-ordinate with photo re-toucher and partner agencies
- Review copy-decks; Participate in marketing meetings and discussions; Create project briefs
- Update social media blog using WordPress; Quality assurance of blog and ford.ca website

### Bob's Your Uncle | Freelance Designer and Production Artist | Feb. 2015 – Apr. 2016

- Graphic and production design of marketing collateral for clients such as Bosch, The Daniels Corporation, and Popeyes Chicken; Participate in re-branding project for Sienna Living (previously Leisureworld Inc.)
- Create web-page mock-ups, flyers, and social media ads; Collaborate with art directors and project managers

### TD Bank | Contract Designer and Production Artist | Aug. – Nov. 2014

- Support MBNA/CUETS and their various channels (direct mail, face to face, online, offline) with graphic design and production design; Support the various brands MBNA/CUETS affiliates with such as Harley Davidson, NFL, CFL, The Toronto Blue Jays, The Raptors, etc.
- Work on a brand-new team as MBNA/CUETS worked towards conversion from The Bank of America to TD Bank; Assist in any way possible with conversion processes
- Production design of credit card applications and other marketing collateral; Quality assurance of materials
- Image sourcing as required; File organization and asset management

### Purple Squirrels (TV Show) | Freelance Designer | May 2014 – Mar. 2015

- Conceptualize and develop branding identity
- Graphic and production design of print and digital marketing collateral

Let's get social!



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## EMPLOYMENT HISTORY CONT:

**Montana Steele Strategic Marketing** | Freelance Designer and Production Artist | Aug. 2014

- Graphic and production design of condo development brochure (The Daniels Corporation); Logo design
- Graphic design of print and OOH marketing collateral

**Art Katalyst Magazine** | Senior Designer and Associate Editor | May – Oct. 2014

- Monthly production and design of approx. 60 page art magazine featuring a different theme each month
- (published via print and web); Oversee jr. graphic designer; Delegate work accordingly; Collaborate and co-ordinate with magazine staff

**Sandbox Advertising Inc.** | Freelance Production Artist | Mar. 2014

*\*ONE Advertising at the time*

- Production design of e-vite for film release (Joe); Production design of film poster (Trailer Park Boys 3)

**March of Dimes Canada** | Freelance Designer and Production Artist | Aug. – Dec. 2013

- Graphic and production design of print and OOH materials; Ensure collateral is delivered on time and on budget; Design the annual report with an emphasis on the recent re-branding
- Support web-design department by creating and updating e-newsletters using HTML; digital collateral

**Fizheye Creative Inc.** | Freelance Designer and Production Artist | May – July 2013

- Graphic and production design of fashion lookbook; Brochure design
- Assist with photo shoots; Image selection; Co-ordinate with photo retouchers

**Centriq IQ** | Art Director | May 2010 – Apr. 2013

*\*Proforma Twin Marketing Group at the time*

*As the only creative on-site I held a number of positions while here; everything from art director, production artist, web designer, project manager, and more. I started out as a JR Graphic Designer, and worked my way up.*

- Graphic design of marketing materials and direct mail pieces that are consistent with company branding; Work closely with clients such Connect Hearing, CRANE Chempharma, Phonak, and Tutor Doctor
- Project management; Work with vendors; Ensure all elements are delivered on time and on budget
- Create and maintain online e-commerce stores using content management systems; Upload products, design web page mock-ups, digital collateral, edit HTML, set-up user accounts and approval processes, and manage inventory; Maintain and troubleshoot any issues once e-commerce stores are launched
- Develop logos, icons, and infographics; Re-create logos and images
- Set-up variable print jobs including direct mail; Carry out thorough inspection process before releasing job for production
- Create technical workflows and list project considerations; Co-ordinate time, team members, and external resources; See campaigns through to completion
- Set-up and oversee automation of cross-media marketing campaigns; Includes design & coding of marketing communications (HTML, CSS) and design of related print collateral; Compile and report analytics to superiors

## MORE GIGS:

Proforma Creative Advertising eSolutions | Feb. 2016 – Pres.

Proforma The Printsource | June 2019 – Pres.

Proforma Touchstone | Mar. 2019 – Pres.

Weather Seal Windows Inc. | Dec. 2015 – Pres.

York Downs Golf & Country Club | July 2017 – Pres.

Child Save Canada | Aug. 2014 – Oct. 2017

Cygnat Media Publications | Aug. 2014

Egan Visual | May 2017 – Oct. 2017

Kessler Shapiro Consulting | Dec. 2018 – Jan. 2019

Match Marketing Group | Apr. 2017

Mono Arts & Graphics | Feb. – May 2015

Proforma Adam Promotions | Apr. – Nov. 2014

Proforma Allen Stern Marketing | Sep. – Nov. 2016

Proforma Durkee | Aug. 2014 – Mar. 2016

Proforma Dynamic Resources | Sep. 2015

Proforma Instant Promotions | Nov. 2013

Proforma LBP Marketing Concepts | June 2015 – May 2016

Proforma Pure Promotions | Oct. 2015

Proforma Prime Marketing Solutions | July 2016 – Feb. 2017

Proforma Promotionally Yours | July 2015 – Dec. 2016

Proforma SHOUT Marketing | May – Nov. 2015

Proforma SI Promotions | July 2013 – June 2016

Proforma Triple Crown | Mar. 2014 – June 2016

Riddoch Communications | May 2019 – June 2019

YES FM / GEM 104 | Feb. 2016 – June 2017

## EDUCATION:

- Adobe Dreamweaver CS5: Website Development & CS5 Advanced (*four-day Adobe certified course*)  
**Harper Burnham & Associates Certified Trainers** | 2012
- Arts and Technology Diploma  
**George Brown College** | 2010