

# CIEL STRONG

## Art Direction & Design

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

## WHY ME?

I bring experience and passion. Over the past thirteen years I have had the privilege of working with a number of major national and international brands, both client side and agency side. My multi-disciplinary background has allowed me to become a well-rounded creative professional with a fuller understanding of each segment of a marketing campaign. I possess natural leadership skills and value collaboration. With a strong background in art direction, graphic design and production in areas such as digital, print, social, POP, CRM, OOH, branding, and packaging, as well as software expertise with Adobe CC Photoshop, Illustrator, InDesign and Workfront, Microsoft Word, Excel and Powerpoint, Google Sheets and Docs, Trello, Figma, on both PC and Mac, I am uniquely suited to creating engaging new concepts that push boundaries, all from concept to completion.

## KEY POINTS:

- Idea generator and problem solver
- Experienced, passionate and knowledgeable, with marketing instincts
- Leadership capable and collaborative
- Excellent eye for detail and accuracy
- Prioritizes professional development and learning

## EMPLOYMENT HISTORY:

**M&H** | Graphic Designer | Aug. 2021 – April 2024

- Graphic and production design for clients such as Rogers, Twitter, McDonald's, Ski-Doo, VinFast, Lancome, LYNX, Nesto, Kerastase, SkinCeuticals, Biotherm, Vichy, and Armani
- Collaborate on large-scale campaigns with partner agencies on large-scale campaigns such as Sid Lee, The Hive, Open, and Wunderman Thompson

**Ciel Strong – Art Direction & Graphic Design** | 2013 – 2021

- Freelance and contract work on-site or off-site (*as listed below*)

**Azimuth Marketing** | Freelance Designer | 2015, 2019 – 2020

- Graphic and production design for clients such as Proctor & Gamble (P&G) brands such as Pampers, Gillette, Vicks, Crest, Oral B, Head and Shoulders, Old Spice, Metamucil, and Always

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

- Art direction, graphic and production design on luxury real estate clients such as MONZA, Heathwood Homes, and eQHomes

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

- Graphic and production design for client Royal Bank of Canada (RBC)

**trevor//peter** | Freelance Designer | March 2019

- Graphic and production design for clients such as Hoegarden, Stackt Market, and Save on Foods

**GTB** | Contract Art Director | Aug. 2017 – Feb. 2019

- Art direction on Ford Canada campaigns for Ford Truck, CRM, Ford SUV, Ford Fleet, and Ford Parts and Service
- Present work internally and with clients
- Co-ordinate with creative directors, accounts teams, creative teams, and studio members
- Review, provide feedback and sign off on collateral

**INNOCEAN** | Contract Designer | July 2017

- Graphic design for clients Hyundai and Kia

**Match Marketing Group** | Freelance Designer | April 2017

**Anomaly** | Freelance Production Artist | 2016 – 2017

- Graphic and production design for clients such as Budweiser, Bud Light, Shock Top, Hershey, Chipits, Reese, Oh Henry, San Pellegrino, Twizzlers, and Spotify
- Maintenance of Epson SpectroProofer SureColor printer. Retouching and mockups as required

**Indigo** | Contract Production Artist | 2015 – 2016

- Production design 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 design on the 2015 Holiday Kids Guide
- Responsible for sending English verbiage for French translation, project management

**Bob's Your Uncle** | Freelance Designer | Feb. – April 2015

- Graphic and production design for clients such as Bosch, The Daniels Corporation, and Popeyes Chicken
- Website re-branding of Leisureworld Inc. to Sienna Living

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

- Graphic and production design on collateral for pharmaceutical and medical companies

**GTB** | Freelance Project Manager | 2015

*\*Formerly Blue Hive*

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

**Ramy Hill** | Freelance Designer | 2014 – 2015

- Graphic and production design on marketing collateral for clients such as Chartwell Retirement Homes and Revera Retirement Homes. Retouching as required

**TD Bank** | Contract Designer | 2014

- Work on a brand-new team as MBNA/CUETS work towards conversion from The Bank of America to TD Bank;
- Support MBNA/CUETS and their various channels (direct mail, face to face, online, offline) with graphic design and production design; Support various MBNA/CUETS affiliates such as Harley Davidson, NFL, CFL, The Toronto Blue Jays, The Raptors, etc.
- Production design of credit card applications and other marketing collateral

Let's get social!



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## EMPLOYMENT HISTORY CONT:

**Purple Squirrels** (TV Show pitch) | Freelance Designer | 2014 – 2015

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

**Montana Steele Strategic Marketing** | Freelance Designer | Aug. 2014

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

**Art Katalyst Magazine** | Senior Designer and Associate Editor | 2014

- Monthly production and design of approx. 60 page art magazine
- 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 | March 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 | 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; create digital collateral

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

- Graphic and production design of fashion lookbook; Real estate development brochure design
- Assist with photo shoots; Image selection; Co-ordinate with photo re-touchers

**Centriq IQ** | Art Director | 2010 – 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 as 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 (CMS); Upload products, design web page mock-ups, digital collateral, edit HTML, set-up user accounts and approval processes, manage inventory levels; Maintain and troubleshoot any issues once e-commerce stores are launched
- Develop logos, icons, and infographics; Re-create logos and images in vector format
- 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; Design & (HTML, CSS) coding of marketing communications; Design print collateral; Compile and report analytics to superiors

## EDUCATION:

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