



Carolyn Moran Design

Platforms

Mac
PC

Expert Software Knowledge

InDesign
Illustrator
Photoshop
Acrobat
PowerPoint
Keynote
Pages
Word
Excel
Numbers
Flexitive
Quark Express
Toast
Fetch
Retrospect
Basecamp

Education

California State University Fullerton
Bachelors of Fine Art Degree
Creative Photography

Bachelors of Art Degree
Art History

California State Polytechnic University,
Pomona

Completed three years design
program; color theory, typography,
identity, production, design history,
drawing and illustration.

Honors

Credit Union Executive Society
Golden Mirror Award
New Member Kit

Contact Information

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Freelance Experience

The Creative Group

Canadian Credit Union Association: Design Executive PowerPoint and Workbook templates, redesign and update employee personal training workbook.
Katalyst: Assist in formatting PowerPoint deck, creating a font hierarchy, polishing presentation materials from previous template and created new charts and icons.
ACIC: Design web banners based on directive.
Methapharm: Developed 5 different web banner concepts for new website.

McMichael Canadian Art Collection

Design and execute Annual Report for last five years, designed logo and 8 page brochure for artVenture Art Camp for 2 years, designed self/mailer poster for Education Brochure, developed fall campaign including print ads and outdoor banners.

Downtown Automotive Group

Created OOH Poster Campaign, create social media assets for individual brands, design logo for President's Event that ran across print and digital channels, design HTML5 web banners of various sizes for 10 dealerships based on monthly/weekly promotions, developed newspaper footers for design consistency across all brands of cars and dealers, new logo creation, and outdoor banner inspired by local graffiti art.

Creative Circle

Client-HBC: Design and layout Hudson's Bay 132 Page Gift Registry Catalog.

Metro

Redesign of catering guide and photo-shoot for cover, design seasonal headers for flyer, OOH campaign.

Ecoideas

Catalog design, redesign monthly flyer and created new flash sale flyer in English and French. Update and redesign labels. Create new headers for display stands in-store.

TouchLive

Designed and prepared Request for Proposal catalog, including retouching all photos and creating original artwork and charts.

B2B Trust/Laurentian Bank

Created broker information packet, prepared PowerPoint presentation templates, design and production of company Christmas card, updated various information sheets in both English and French.

Publicis (Metro, Labatt, Food Basics, Lenox, Indigo)

Redesign of Metro weekly grocery and pharmacy flyers, PoS, truck wraps, case inserts, 20' x 20' neon sign, logos and various marketing pieces, occasional art direction and production overflow.

FirstOntario Credit Union

Worked on a variety of projects from New Member kit folder and stationary, to brochures, calendar, posters, OOH and Christmas Card.

Cara Foods Inc. (Swiss Chalet)

Developed Identity Kit which includes covers and pages for manuals, training cards, PowerPoint Presentations, and templates for internal standards. Designed and produced individualized bi-monthly mailers for 75 stores. Created an entire body of print materials for individual store marketing needs including posters, bookmarks, newspaper ads, and PoS materials.

• Kenwood

Tradeshow Booth Signage/Catalog

• JWT

Shell, Nokia, HSBC, WalMart

• Terida

Logo and website design

• Pinpoint

Catalogs

• Vacationswithkids.ca

Logo/UX/Misc. Print

• BodyWorks

Logo Design

Agency Experience

Enterprise Advertising/JWT, Toronto, ON

January 2003 – July 2005

Freelance Senior Digital Artist

Design newsletters, PoP and marketing materials. Produced a variety of print materials including RFPs, catalogs, newsletters, advertisements, PoP and outdoor media. Created both English and French versions of marketing and advertising mechanicals and various design projects. Exclusively responsible for developing signage and illustrations for Tim Horton's "Donut of the Month" program based on monthly objectives. Clients: Tim Horton's, Teletoon, Camroscelcorp Developments

Young & Rubicam San Francisco, San Francisco, CA

January 2000 – July 2002

Senior Digital Artist

Designed and built digital, print ready mechanicals for magazine ads, direct mail brochures, catalogs, marketing kits, outdoor media, point of sale, web-page layout and design project overflow. Clients: Adobe, ChevronTexaco, Covad, Road Warrior, Investor's Business Daily, Sony, Sun Maid Raisins and VeriSign.

Miller Freeman Inc./CMP Media, San Francisco CA

January 1997 – January 2000

Studio Graphic Artist

Provided quality design services for a variety of tradeshow-groups and magazines. Projects included magazine layout, newsletters, media kits, book cover design, catalogs, show guides, icon development, illustrations and logo design. Clients: CMP Media, Healthcare Magazine, Miller Freeman Books, Guitar Player, Technology and Learning Magazine and Game Developer

Computer Security Institute (Miller Freeman)

Marketing Coordinator

Designed and produced CSI marketing pieces; brochures, flyers, publications, card decks, advertising, monthly newsletter, conference collateral. Tradeshow and Conference Coordination; including travel, expense budgeting and floorshow management.