

**Work Experience**

2015 - present

**Chengbao Ltd. - Hong Kong**

Chengbao is a fast growing, global tech company specializing in internet privacy.

**Creative Lead**

Responsible for creating and managing visual assets for our core product offering. Key deliverables include, art direction, videos, infographics, ads, banners, logos, UX design, icons and branding assets. Collaboration with project teams to deliver brand-building solutions, to generate subscriber growth.

2004 - 2015

**OKD Marketing Group - Toronto, Canada****Associate Creative Director**

Responsible for idea generation and collaboration with project teams to deliver brand-building client solutions. Art direction, Ad, packaging, brand identity, catalogue design. Digital design; front-end development in Flash, HTML, CSS, UX. Motion graphics, animation, 3D, editing, directing. Art direct photoshoots, food styling. Illustration.

**Partial list of clients:**

Sure-Gro inc. (lawn and garden) - packaging design, identity, POP  
Sun Gro (lawn and garden) - packaging design, identity, POP, 3d graphics, motion graphics  
Arla/Tre Stelle (dairy) - magazine layout, packaging design, POP, 3d graphics  
The UPS Store (delivery services) - POP, motion graphics

1998 - 2004

**Andrew Schaafsma Advertising - Toronto, Canada****Graphic Designer, Illustrator**

Ad, packaging and catalogue design, website design and development. Marker renderings and illustrations for logo and character designs.

**Partial list of clients:**

Sleeman Brewery - p.o.p., sell sheets  
Triple-C inc. (confectionaries) - packaging design, character design  
Connon Nurseries (lawn and garden) - product catalogue, ads, website  
Quality Meats Group (packaged meat supplier) - packaging design, signage

Freelance  
2005 - present**Spacemonkey Design Lab****Creative Director / Owner**

Freelance creative solutions through referrals and industry contacts. Provide expert advice and a range of solutions to meet clients' needs. Art direction, Ad, packaging, brand identity. Digital design; front-end development in Flash, HTML, CSS, UX. Illustration.

**Partial list of clients:**

AstraZeneca Canada inc. - open house display material  
Canadian Public Relations Society - 2002 Pinnacle awards mailer and program  
7links Artist Management & promotion - corporate id and stationery

**Education**

1994 - 1998

**Sheridan College**

Technical Illustration and Art Fundamentals diplomas

Recipient of the program advisory committee merit award for excellence

2008 - 2009

**Ontario College of Art and Design (OCAD)**

Digital media certificate

**Application  
Proficiency**

Adobe Creative Suite - Illustrator, Photoshop, InDesign, Flash, Dreamweaver, After Effects. Luxology MODO 3D as well as Microsoft Office