

1

personal

2342 Whistling Springs Cres
Oakville, ON
L6M 0C3
t: (905) 467 0110 :: e: edavepeters@mac.com
www.edavepetersonline.com

2

education

GRAPHIC DESIGN
Sheridan College, Oakville

ART FUNDAMENTALS
Sheridan College, Oakville

3

work experience

PRESENT
Freelance

PAST
NOISE CREATIVE GROUP
Jan/05 to Dec/14
Owner/Partner/Creative/Art Director

- Responsibilities:
- Lead creative sessions for project kick-offs
 - Manage multiple projects from concept through completion
 - Develop creative programs and design concepts that meet the business objectives of the organization and that advance our brand strategy
 - Establish creative direction for the entire line of online services and programs
 - Supervise and inspire the creative team of vendor partners; generate multiple concepts for a campaign or project
 - Work with the account team, strategy team, and copywriters to develop concepts and present to management
 - Work with internal teams to generate ideas for pitching and proposals
 - Manage team members
 - Provide quality control over concepts and projects

HEALTHCARE MARKETING RESOURCES
Nov/96 to Jun/00
Art Director

- Responsibilities:
- Formulate basic layout design or presentation approach, and specify material details, such as style and size of type, photographs, graphics, animation, video and sound.
 - Review and approve proofs of printed copy and art and copy materials developed by staff members.
 - Manage own accounts and projects, working within budget and scheduling requirements.
 - Confer with creative, art, copy-writing, or production department heads to discuss client requirements and presentation concepts, and to coordinate creative activities.
 - Present final layouts to clients for approval.
 - Work with creative directors to develop design solutions.
 - Review illustrative material to determine if it conforms to standards and specifications.
 - Attend photo shoots and printing sessions to ensure that the products needed are obtained.
 - Create custom illustrations or other graphic elements.
 - Negotiate with printers and estimators to determine what services will be performed.
 - Conceptualize and help design interfaces for multimedia.

4

a few skills

Adobe CS/CC | Microsoft Office | WordPress | Wix