

melissa coburn B. D. E. S.

design + art direction

SKILLS

HTML
CSS
InDesign
Photoshop
Illustrator
Dreamweaver
Print Production
Adobe Acrobat
Microsoft Office
Keynote
Copywriting

NOTABLE CLIENTS

Kraft
Molson
The Bay
Volkswagen
L'Oreal
P&G
Dove Chocolate
Intrawest
Hellmans
Canadian Blood Services
Golf Canada

EXPERIENCE

- 2011 - NOW** **Freelance Designer/Art Director** | Toronto, ON
Work alongside clients to revitalize their brand, tell their story, problem solve and ultimately grow their business on paper and online.
- 2009 - 2011** **Senior Graphic Designer** | Rogers Publishing, Toronto, ON
Strategy and lead design for various clients in partnership with Rogers brands such as: *Chatelaine*, *Today's Parent* and *Macleans*.
- 2009** **Art Director** | Fit Parent magazine, Toronto, ON
Development, launch, design, Art Direction, copywriting and pre-production of bi-monthly health and fitness magazine.
- 2007 - 2009** **Art Director** | Transcontinental Media, Vancouver, BC + Toronto, ON
- **AD**, *Western Living CONDO*; **Associate AD**, *Western Living*;
- **Contributing Associate AD**, *Home & Country/Canadian Gardening*
- 2006 - 2007** **Designer/Assistant Art Director** | FUEL Advertising, Toronto, ON
Planning, design and assisting in Art Direction of *Living Spree* and *BELLE* magazines, two quarterly custom retail publications for *Hbc*.
- 2005 - 2006** **Junior Art Director** | Arnold Worldwide (Contract), Toronto, ON
Concept, pitch and execution of direct marketing print campaigns for various clients, working closely with copywriter.
- 2004 - 2005** **Graphic Designer** | Ryan & Deslauriers, Montreal, QC
Design and pre-production in a small design studio environment. Produced bilingual direct marketing materials, billboards, ads, etc.

EDUCATION

- 2011 - 2012** **Sheridan College**, Oakville, ON
Post Graduate Certificate – Web Design
- 2001 - 2004** **Emily Carr University of Art + Design**, Vancouver, BC
Bachelor of Communication Design (with Honours)
- 2000 - 2001** **York University/Sheridan College**, Toronto, ON
Bachelor of Design, Joint Program (first year)