

RAYMOND CHEAH R.G.D.

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Online portfolio: www.loungechair.com/portfolio
5 Hanna Ave, Toronto, ON M6K 0B3

SUMMARY OF SKILLS

Experience: Over 16 years of design experience in print/digital design and communication strategies.

Demonstrated success: Lead designer for award-winning annual reports and publications.

Leadership: Actively supporting and mentoring junior designers and strengthening relationships with clients and colleagues.

Deadline driven: Highly motivated to achieve set goals and develop effective solutions for projects; work well under demanding conditions.

Highly organized: Ability to multi-task on multiple projects and willing to get involved.

Clients: Experienced in working with clients from the corporate, educational, health care, consumer electronics, and energy sectors.

Software program proficiency: Adobe Creative Suite, Quark Xpress, WordPress, Acrobat, Microsoft Office, Basecamp and iMovie.

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER

Kobo Inc.
Toronto, ON
June 2012 – Present (Full-time Contract)

My main role is to design and execute the production of the packaging for Kobo's e-readers and tablet devices, user manuals and accessories and help maintain brand consistency for all of the retail packaging. The design process would start from die-lines, design, finished mock-ups to the preparation of press-ready artwork phase of the project.

I am also responsible for art directing the photography and 3D renderings for the accessories packaging; generate case studies of the creative marketplace and competition trends and develop comprehensive findings reports for the creative director. In addition, I help mentor junior designers and collaborate with marketing/brand managers, graphic designers, copywriters, photographers and 3D artists to develop merchandising and marketing collateral materials such as sales sheets and visual presentations that align with the Kobo brand for retailers, and Kobo partners worldwide.

SENIOR GRAPHIC DESIGNER

CTR Inc.
Toronto, ON
March 2012 – Present (Part-time Freelance)

Participate in concept development and oversee the design process from project initialization through to production. I regularly liaise with the Project Manager to ensure the best creative solutions are realized, implemented and delivered. I am responsible for developing newsletters, promotional collaterals, event programs, front-end development of websites and PowerPoint presentations. Some clients include: VALE, Energy Services Association of Canada, Rethink Sustainability Initiatives (RSI) and Industrial Gas Users Associations (IGUA).

SENIOR PRINT / DIGITAL GRAPHIC DESIGNER

DUO Strategy and Design Inc.

Toronto, ON

April 1997 - January 2007 (Full-time)

January 2007 – February 2012 (Freelance)

My role entailed art direction and implementing strategic direction for communication plans. It also included production of corporate ID, brand development and logo design, annual reports, newsletter and corporate brochures, direct mail, exhibit displays and advertising print design. Some digital projects I have produced include front-end development of websites, storyboard and direct promotional/ corporate online videos and architectural development of e-newsletters, HTML e-bulletins, digital ads and PowerPoint presentations. I was also responsible for coordinating other designers, photographers, illustrators, copywriters, editors and communications officers. I oversaw projects from initial concept to final art as well as managing the prepress phase of production.

Notable clients I've worked with include: The University of Toronto (U of T) Faculty of Law, Faculty of Arts & Science, Faculty of Social Work, OISE, Faculty of Applied Science and Engineering, U of T Office of the Vice President, Research & Innovation, University of Guelph, Ontario College of Pharmacists, RBC, Mount Sinai Hospital, St. Michael's Hospital, GE Capital, DFAIT, Industry Canada and Toronto Lawyers Association.

KEY ACCOMPLISHMENTS

- Design the logo and brand for U of T Faculty of Law
- Art directed numerous gold awards annual reports for The University of Toronto, Office of the Vice President, Research & Innovation (*CASE annual Accolades Award for Annual/Institutional Reports Design*)
- Develop and design award winning annual reports and fund raising case for support campaign materials for the University of Guelph (*CCAÉ PRIX D'EXCELLENCE award*)
- Conceptualize and design award winning permanent exhibit display for U of T's Faculty of Law: Women Trailblazers Photographic and Editorial Exhibit (*Gold Medal – IABC Silver Leaf Awards*)

EDUCATION

HUMBER COLLEGE

Course: Digital Video Production - Media Arts and Communication (December 2010 – February 2011)

CIMDI

Course: Adobe Flash workshop (July 2000)

SHERIDAN COLLEGE

Major: Graphic Design (Diploma) (1995 – 1997)

Courses comprised of understanding and application of visual design principles, information design, typography, design history and photography and focused on developing these skills with an emphasis on critical analysis.

VOLUNTEER WORK

DESIGN HOPE TORONTO

Founding member of the Toronto chapter of Design Hope. Assist with the planning, coordination and execution of the annual fundraising event for inner city outreach programs. In the past eight years, more than \$110,000 has been raised for various social service agencies in the GTA benefiting the homeless.

REGISTERED GRAPHIC DESIGNER (R.G.D. ONTARIO)

An active member of the association, in good standing with the Association of Registered Graphic Designers of Ontario since 1998. Tasks undertaken include volunteering for various functions within the association as well as yearly review and assessment of student portfolios.

REFERENCES

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References and additional portfolio projects are available upon request.