

goodgollymissmolly

32 Dakin Crescent, Cambridge, ON N1S 3X2 226-444-2076 molly@goodgolly.ca

Curriculum Vitae

- Summary:**
- 15 years professional experience, Graphic Design and Project Management
 - 4 years of post-secondary teaching experience in Graphic Design
 - Work flow, Design & Production expertise for print and digital
 - Professional user of Adobe Creative Suite 6, InDesign Specialist
 - Strong understanding of Web site design and project workflow and technology
 - R.G.D. Education Committee member, Association of Registered Graphic Designers (RGD)
 - Small-Business Owner/Freelance Designer
 - Well-connected to a diverse range of industry leaders locally, in the GTA and beyond
 - Highly intuitive, resourceful, collaborative, efficient, terrific communicator

Education: Bachelor of Fine Arts Honors Degree, (Communication Design/Visual Arts)
York University, 1998

Employment History: Curriculum Development (contract) – Conestoga College Institute of Technology and Advanced Learning:
School of New Media and Design, Kitchener, ON, April 2013-present

Develop cross-discipline curriculum for a Degree Breadth Elective [DSGN73060 Visual Design] aimed at providing students with Visual Design knowledge and skills in an electronic environment.

- collaborate with Health Informatics Program Coordinator and Technologist
- provide a course outline, sample week-by-week syllabus and project guidelines
- follow up with faculty delivering the course for ongoing support and collaboration

Professor (partial load) – Conestoga College Institute of Technology and Advanced Learning: School of New Media and Design, Graphic Design Program and Journalism Program, Kitchener, ON, 2009–present

- contribute to Graphic Design curriculum development for all program levels & collaborate with full-time faculty for project integration
- manage live projects involving other programs, community leaders or industry clients
- week-by-week syllabus development based on course outcomes provided
- design and deliver lectures, in-class demonstrations/exercises and project assignments
- encourage, motivate, counsel students and assist in problem solving

Professor (sessional) – OCAD University: Faculty of Design, Toronto, ON, Fall 2011

- deliver a Design Fundamentals course to 1st and 2nd year students from various programs
- week-by-week syllabus development based on course outcomes provided
- design lectures, in-class demonstrations/exercises, facilitate critiques and assignments
- encourage, motivate, counsel students and assist in problem solving

goodgollymissmolly

Employment History: Owner/Principal Designer – Good Golly Design, Cambridge, ON, 2009–present

(continued)

- Freelance Designer focusing on projects related to the arts, publishing and small business
- part-time roster of 5-10 regular clients
- design, art direction, creative consultation and project management for print and web projects

Project Manager, Not-for-Profit Marketing – Barefoot Creative, Kitchener, ON, 2006–2009

Barefoot Creative is a global, full-service fundraising and communication agency.

- project management for 20–50 projects simultaneously, from concept stages to delivery
- media buying for print publications, TV and radio
- print production management
- direct mail planning and production
- collaboration with designers and account managers for strategy and concept development
- prepare & implement time lines, monitor budgets, assist in forecasting and tracking costs
- assist with account management, including client and sales support

Senior Graphic Designer/Studio Manager – Punch & Judy Inc., Stratford, ON, 2005–2006

Punch & Judy is a boutique agency specializing in design and illustration for theatre and the performing arts. Clients include: The National Ballet of Canada, Yale University, The Shaw Festival, Theatre Calgary, Heritage Stratford.

- direct assistant to company owners
- strategize, conceptualize and design for print communications (advertising, marketing materials etc.)
- manage ad campaign production for newspapers and magazines
- client services and collaboration
- purchasing, preparing files to print and press approvals
- management of studio including scheduling, time tracking and network administration

Production Manager and Associate Art Director – Azure Publishing Inc., Toronto, ON, 2002–2005

Azure Magazine is an award-winning Design and Architecture magazine. They are also publishers of Designlines Toronto, Montréal and the IIDEX Canada Show Directory.

- responsible for all issues pertaining to the visual integrity of Azure publications
- pagination for all publications
- drive visuals/interpret editorial vision
- source, assign, and manage all artist relationships (photographers, external designers)
- design for Azure sponsored industry events, media kits, ads, IIDEX Canada Show Directory
- hire and manage interns
- attend and direct photo shoots
- print purchasing and management of supplier relationships
- schedule all publications, budgeting, forecasting and cost tracking
- trafficking for advertisement material, including ad building and client services
- production for all publications including: scanning, colour correction. prep and press approvals

goodgollymissmolly

Employment History: Catalogue and Internet Project Leader – Ganz, Woodbridge, ON, 1998–2002

(continued)

Ganz is a family-owned, North American distributor of plush toys, candles and giftware. Their most recent success story is their line of WebKinz stuffed-animals.

- produce catalogues and sellsheets within an in-house marketing environment
- direct planning stages: lead creative briefing, paginate based on sales projections, direct layouts
- production including product photography approval, pages assembly, proofing and press approvals
- art direction for on-line endeavors
- prepare and implement marketing plans and project proposals pertaining to online initiatives
- content planning, production, copywriting and all maintenance for multiple web sites
- collaboration with Senior Management, Product Development, Sales, Customer Service
- train and mentor assembly artists and junior staff
- managing external suppliers
- industry research & report writing

Associations: RGD - Association of Registered Graphic Designers Accreditation, June 2008

RGD Education Committee Member, Association of Registered Graphic Designers, 2010–present

References: Provided on request