

2006-2007 Langara College Vancouver.

Studied Electronic Media Design. An intense one year program focusing on both the fundamentals of design (color theory, typography, design history), and a vast array of current design technology and software. Software studied included Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Final Cut and After Effects. I also studied project management, creative concept, design communication, interface design and an array of other media and marketing related topics. This experience helped me gain an understanding of workflow, time management, client relationships and essential skills to equipping me to work in creative design.

2005-2006 Raging Creation Design Victoria BC.

My role was to design and code sites for external clients and a large inhouse affiliate program. Design duties included researching and sourcing images, designing sites with Photoshop and coding using HTML and CSS. For affiliate sites I was responsible for writing web content and creating marketing material. Additionally I designed banner ad's used across a network of other sites and magazines for promotion purposes. The work was faced paced and involved managing multiple projects on a weekly basis. As a secondary task I worked optimizing web sites for search engine, ensuring they were ranked highly in Google, Yahoo and MSN for appropriate search terms.

2002-2005 Azurmedia Internet Marketing Vancouver.

Providing marketing, and communications solutions for major clients in the online gaming business. Managing a large customer database, developing guidelines for our customer support team and our marketing communication strategy. Writing web content, including user rules and guides, coordinating and writing weekly promotional communications. Overseeing customer service team to ensure high standard of communication, organising and forming a 20 strong 24 hour support team. Throughout a redevelopment phase I worked closely with designers assisting with information architecture, and layout to ensure ease of use for the customer base.

1999 - 2001 Event promotions in Ireland.

Working with a number of live venues in Dublin and Northern Ireland. My weekly tasks included every aspect of P.R., design, promotions & marketing for events. Communicating and coordinating with a diverse range of people, companies and locations to organise, advertise and facilitate corporate sponsored concerts and festivals.

University of Ulster 1997

Diploma Industrial Studies

University of Ulster 1998

Bachelor of Science

Communication, Advertising & Marketing

Langara College Vancouver 2007

Cert in Electronic Media Design

Technical Skills

Photoshop

Illustrator

InDesign

Fireworks

Flash

Dreamweaver

HTML/CSS

After Effects

Final Cut

DVD Studio Pro

Wordpress

FTP & Site Management

bio

Over the last 10 years I have worked both independently and in house on projects encompassing advertising, marketing, communications, e-commerce, and graphic design.

Originally an art and art history fanatic in High-school I switched focus in University to study for a Bachelors of Science Degree in Advertising and Marketing. This temporarily led me away from the arts into the fields of strategy, branding, business and social sciences. During this time I began to see design communication not only from the creative standpoint, but also from the perspective of the client, the consumer, and the market. I pursued this career for a number of years in various fields, from event promotion to multi-national online marketing.

I was continually drawn to the creative side to each project I worked on, and tried to be hands on whenever possible. It was apparent to me that my calling was always creative design. I decided to learn the tools of the trade that would allow me to execute my own visual concepts and goals. Over the last 6 years I have studied current design technology extensively and am equipped with a wide array of skills applicable to every aspect of new media. I have also focused on the fundamentals of good design from typography to color theory, which were always a source of fascination and inspiration.

I believe my experience with both marketing and design affords me an ability to balance creativity with commercial understanding. I relish my role as a visual problem solver and thrive with the challenge of dissecting a market, understanding a product or service and tackling how best to communicate effectively and memorably.

portfolio

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