

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 & art history devotee 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 online marketing & promotions.

During this period I was continually drawn to the creative side of each project I worked on, & tried to be hands on with the creative process whenever possible. It became apparent to me that my calling was 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 8 years I have studied current design technology extensively and am equipped with a wide array of skills applicable to every aspect of new media.

Having experience the design process as both a client and designer has help give me a well rounded idea of the balance required to achieve success.

education

2006-2007 Langara College Vancouver - Electronic Media Design

An intense one year program that focused on both the fundamentals of design (color theory, typography, design history), along with a vast array of current design technology & software.

1998 University of Ulster - Bachelor of Science, Communication, Advertising & Marketing

A four year degree program with classes including international marketing, creative advertising, PR and statistics. At the time this was the most applied to course in Northern Ireland with an intake of 30 students per year.

1997 University of Ulster - Diploma Industrial Studies

Awarded on completion of 1 years work placement from my degree program.

work

2007-2008 Independent Contractor - Web Designer & Graphic Artist

Project 1 - Web Developer & designer for Getin2it Management Inc

Responsibilities:

Design & develop multiple e-commerce and store front websites.

Utilise Magento & Oscommerce open source e-commerce solutions.

Design promotional material including poster, flyers & advertising banners for marketing purposes.

Project 2 - Animation for "On Screen" Canadian TV show for Bravo

Responsibilities:

Work with illustrator to conceptualise and execute opening credits for TV show

Animate illustrations with Adobe after effects & make broadcast ready

Project 3 - Animation for movie "Expelled" produced by Premise Media

Responsibilities:

Create visual stages & backgrounds for lead animator

Source & retouch material for animation

Provide animation support using Flash & After effects

Design numerous visual elements that were key to the animation

web

www.playboyjewelry.ca
www.metalmafia.ca
www.thegreedy-pig.ca
www.ruairilazers.com
www.wildcatbodyjewelry.com

technical

Photoshop
Illustrator
InDesign
Fireworks
Flash
Dreamweaver
HTML/CSS
After Effects
Final Cut
DVD Studio Pro
Wordpress
FTP & Site Management

contact

url: defy-define.com
email: seamus@defy-define.com
cell: (778) 989 9782
skype: seamusl

Project 4 – Branding & Web Design for “The Greedy Pig” Vancouver

Responsibilities:

Develop logo & brand image for new eatery in Vancouver’s Gastown

Design print material including menus, business cards, signs etc

Design & code website and provide technical support (FTP email etc) for client

2005-2006 Raging Creation Design, Victoria BC – Web Designer

Raging Creation is a full web services company, specialising in website development, design and search engine optimization. They also incorporate a skincare company called Zenmed who’s promotion, profile and development in the online marketplace was a constant task.

Responsibilities:

Design and code sites for external clients and a large in-house affiliate program

Researching and sourcing images

Designing sites with Photoshop and coding using HTML and CSS

Writing web content and creating marketing material

Designed banner ad’s used across a network of other sites and magazines for promotion purposes

Working in a fast paced environment

Managing multiple projects on a weekly basis

Optimizing web sites for search engine, ensuring they were ranked highly in Google, Yahoo and MSN for appropriate search terms.

2001 - 2005 Azurmedia Internet Marketing Vancouver – Web Designer / Marketing Advisor

Aurmedia is an marketing & customer support company who specialise in the online gaming industry. Multinational clients relied on us as their communication line with customers, specialising in facilitating understanding between developers, management, designers and users.

Responsibilities:

Providing marketing, and communications solutions for major clients in online gaming

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.

Over-seeing 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 McGuire Group, Ireland – Marketing Assistant

Promotional events company working with a number of live venues in Dublin and Northern Ireland.

Responsibilities:

Communicating and coordinating with a diverse range of people, companies and locations to organise, advertise and facilitate corporate sponsored concerts and festivals.