

Raymond Greaves

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Online Portfolio: <http://www.digthisdesign.ca>

I'm seeking a permanent role as a Graphic Designer.

Currently freelancing as a Senior Graphic Designer and Studio Production Artist. My ongoing assignments have kept me busy and busy is always good. here's a short list of agencies, publishing houses and studios that have been on my career path so far.

- Education Quality and Accountability Office (EQAO) • JAN Kelley Marketing • Cheil Canada (Samsung)
- The Mettrick System • TraffikGroup • Canadian Institute of International Affairs (CIIA) • Ad Pharm
- The Toronto Star • Rogers Publishing • McDonnell Haynes.

Full-time and Freelance

Longwoods Publishing Editorial Graphic Designer freelance 12/12 - present

Graphic design and production of various nursing and health publications from sourcing images to design and typesetting. Healthcare Quarterly, Healthcare Policy and Nursing Leadership. Longwoods™ publishes healthcare research, reports, reviews, commentaries and news from and for academics, scientists, clinicians, policymakers, administrators and pundits.

Region of Peel Graphic Designer freelance 10/12 - 12/12

Not just to only help with year end print collaterals but to design and create government collateral brochures. Showed an ability to work under pressure of high volume and changing production deadlines. Designing flyers, posters and animated Gifs for the Region of Peel and The Peel Art Gallery, Museum and Archives is a museum, art gallery, and archives for the Peel Region, located in Brampton, Ontario, Canada. Previously, it was the Peel Heritage Complex (PAMA). Designing for the various departments from Health (Dental, Sexual Education, Needle Hygiene), Child care, Human Resources and many more.

Rogers Publishing Editorial and Graphic Designer freelance 07/08 - 09/12

As a on-call graphic designer, I was part of a team that designed and produced Trade Magazines; Canadian Printer, Digest Media, created both covers and The Big Book Source Guide. Often called on to help design and layout current issues of Marketing Magazine.

EQAO Production Designer - freelance 07/10 - 06/12

I worked with a team of production designers during the busy periods to create reading manuals for students grade 3 to grade 10, keeping to strict Governmental format guidelines. EQAO is an independent government agency whose main role is to monitor and evaluate the quality of Ontario's public school system.

JAN Kelley Marketing Production Artist - contract 11/11 - 2/12

My role was to fill in and hit the ground running as a production artist by cleaning up Photoshop and illustrator images and InDesign work files and ads for Trade Magazines. Retouching, colour adjustments and manipulating images for web and print. Flowing french text as well as copy changes in both English and French. Updating client logo data base.

Quad/Graphics Retail Production Designer - contract 06/10 - 12/10

I contributed to the design and production for a 2011 Staples Advantage catalogue, working closely with creative directors. This was a detailed oriented work that included close-cropping and following strict guidelines on master pages with style sheets and expert layers.

curriculum vitae



Bio

During my career I've worked with some top Canadian and Global companies, from Pharmaceutical, Retail and Ad agencies to mid-size and large Publishing Houses. Designing for a wide range of companies have equipped me with the multitude of skills and prepared have me well for the tasks you may offer. Working both as a in-house and as a freelance designer has enabled me to conceptualize, plan, produce original and creative ideas. Brainstorming with a team is an important way to get the job done, however I can also work independently.

Mad MAC Skills

Adobe Creative Suite 4/5.5: InDesign, Photoshop and Illustrator. QuarkXPress 6.5 thru 9, Fireworks, ImageReady, Acrobat Pro, FlightCheck, Toast and FTP Fetch.

Toronto Star Studio

Graphic Designer - freelance 04/07 - 08/09

My role as the on-call designer was creating ads, design rate cards for internal sales and financial reports all within their corporate branding. It also includes image manipulation and making size adjustments to existing files.

Leo Burnett Company Ltd.

Studio Production Designer - freelance 4/06 - 9/06

This fast paced position, called for me to go beyond taking literal direction, Interpret creative directions from the art directors in the building of transit ads, direct mail, and magazine ads. Utilizing Image manipulation and pagination software in making the correct adjustments to complete their visions.

"I've worked with Raymond several times freelancing at different studios over the last 15 years and I've always enjoyed the experience. He's a pleasure to deal with and his work is top notch. I highly recommend both."

– Glenn McEvoy
Art Director/Manager
Business Information Group

Publishers Choice Design

Graphic Designer - contract 4/03 - 12/03

I designed the 2003-04 Humber College's Continuing Education Nursing brochure and as given the sole task of design the cover. Redesigned and created existing templated ads for their beauty and hair care product brochures and sell-sheets. Designed brochures and typeset and formatting pages for corporate flyers.

Continued Education

**University of Toronto 1994
(Information Technology Design Centre)**

Computer Applications in Graphic Design (Certificate)

Formal Education

**George Brown College
Graphic Design (Diploma)**

Full-time and Freelance (Cont'd)

"...On a personal note, I would highly recommend Raymond to any company seeking a talented, professional print designer. His talents and work ethic are of the highest caliber..."

– Joan Blastorah
Art Director, Creative
Toronto Star

Post City Magazines

Graphic Designer - freelance 9/05 - 4/06

I was part of a small crew that created and designed ad layouts for high-quality publications, that report on the news, people and lifestyles of Toronto's most affluent neighbourhoods. Occasionally converting files from CorelDraw and various programs to Quark for Newspapers and Magazines in North York.

MIJO Corporation

Production Designer - full-time 1/04 - 6/05

Worked in the production and creation of movie ads for newspapers and magazines across Canada. This was detail oriented with regard to the correct rating, theatre slugs, and specific rules for each province, further responsibilities include downloading campaigns, typeset quotes, creation of Canadian Universal Film campaigns all within strict deadlines.

SYNNEX Canada formally Merisel

Editorial and Graphic Designer - full-time 7/97 - 3/02

Creating original concepts and ideas and working with branded designs, working with internal departments, channel and product marketing. I designed and managed on a number of projects, ranging from the production of magazines from conceptualizing pages to layout, design and feel of magazines. Produce a number of full and half page ads. Created corporate event invitations, retail promotions, on-line banner-ads, retail posters to outdoor signage.