

COLIN A ELLIOTT

CURRICULUM VITAE ▪ COMMUNICATION DESIGN

EMAIL colin.elliott@brownstonecreative.com

ONLINE PORTFOLIO
www.brownstonecreative.com

PROFILE

Positive team player who has contributed creative and technical solutions

Effective communicator and fast learner with a strong hunger for knowledge and learning

Detail-oriented designer who embraces good design theory and ethics in order to maximize effectiveness of the final project

Productive worker under pressure and always meets deadlines

EDUCATION

BCIT International Design School, Aulla, Italy (2006)
Continuing Studies, Modern Italian Furniture & Design

Emily Carr Institute of Art + Design, Vancouver, British Columbia (2001)
Diploma, Visual Communication & Design

University of British Columbia, Vancouver, British Columbia (1993)
Post-Graduate Diploma, Art History

University of Western Ontario, London, Ontario (1992)
Bachelor of Arts, Geography

MEMBERSHIPS

Society of Graphic Designer of Canada Member-at-Large

Australian Graphic Design Association Professional Member

Art Gallery of Ontario Supporting Member

National Gallery of Victoria NGV Member

THEORY

Typography, Colour Theory, Storyboard Concept, Layout

EXPERIENCE

Brownstone Creative Pty Ltd, Melbourne, Victoria, Australia (2007-2010)
Principle, Visual Communicator for Melbourne-based graphic design and marketing specialist involved in branding, identity, advertising and web content

- Independent graphic designer and marketer
- Awarded identity conceptualization for various national Australian companies and organizations
- Specialized in print and web work, advertising
- Awarded 2007 American Judges Association conference logo

Primus Australia Pty Ltd, Thomastown, Victoria, Australia (2009)
Contract Graphic Designer for Australia's largest manufacturer and supplier of outdoor equipment.

- Contract Graphic Designer for several brands
- Duties included designing posters, point-of-sale materials, packaging, advertisements and photography and art direction for catalogues

Adventures Abroad Group, Vancouver, British Columbia (2002-2008)
Graphic Designer responsible for branding and positioning of an international tour operator; development and maintenance of logo, collateral materials, trade show displays, print advertising, web sites and other promotional materials.

- Conceptualize and implement new corporate identity for ten travel brands
- Conceptualize and design catalogues and all corporate printed materials including flyers, itineraries, direct marketing and promotional pieces
- Write/design 12-to-16 page bi-monthly newsletter and electronic newsletter
- Coordinate all printed materials from concept through press and delivery
- Determine marketing trends and put forth appropriate advertising and marketing initiatives
- Maintain database of 600+ itineraries and after-sale documentation
- Prepare budgets for press advertising and print collateral
- Request quotes from suppliers; research new suppliers
- Coordinate search engine optimization for all web sites

Mega Group Inc, Vancouver, British Columbia (2001-2002)
Advertising Coordinator responsible for executing advertising promotions for national buying group.

- Responsible for advertising promotions for over 600 independently owned stores across Canada
- Create and enforce marketing schedules
- Monitor the marketplace for competitive activities; propose ideas, formats and new philosophies for consideration
- Maintain the integrity and content of the advertising database, as it pertained to member participation and advertising campaigns
- Provide ongoing progress reports to the Director of Advertising
- Directly supervise the Marketing/Advertising Assistant
- Direct artistic rendition to graphic designers for events and advertising campaigns
- Maintain relationships with members and suppliers

SKILLS

CS4 Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat

Microsoft Office Word, Excel, Access, Powerpoint

FTP Client Software Fetch, Cyberduck

Operating Systems OS X, Windows XP

Other Studiometry, AdLink

REFERENCES

Available upon request