



SHANE O'BRIEN

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www.houseofshane.com

CAREER OBJECTIVE

To work as an graphic designer/illustrator. Using creative talents to combine innovative thinking and attention to detail to design products of the highest quality. Skills include art direction, photo imaging and layout while keeping current with printing technology, meeting all deadlines and always striving for an excellent finished product.

PROFESSIONAL PROFILE

Over fifteen years experience as a graphic designer, creating, coordinating and producing various jobs that range from business cards to billboards. I have also created several styles of illustration and engineered advertising campaigns for several corporations.

MAJOR CAPABILITIES

1. **DESIGN** - Design, layout and illustration of artwork for use in digital/traditional offset, silk screening, digital printers, large format printers, hotstamping, and presentation work. Also designed trade show and point of purchase displays, websites, maps, forms, box/bag design and product packaging.
2. **PHOTO IMAGING** - Proficient in Adobe Photoshop. Creating imaging for presentations and other communications platforms. Photo retouching for print applications. Able to set up photo shoots with skills of using a 35mm/digital camera and equipment.
3. **LAYOUT, TYPOGRAPHY AND ILLUSTRATION** - Proficient in Adobe Creative Suite 2, Indesign, Illustrator, Photoshop and Quark Xpress. Has also worked with Adobe Acrobat, Adobe Streamline, Flash, PowerPoint, Microsoft Office, and Multi Ad Creator. Prepares files for output to service bureaus and printers across the world. Well-versed knowledge of fonts, four colour process, foils and Pantone colour matching system. Proficient in all forms of illustration, pencil, pen & ink, and colour. Able to create concept sketches and storyboards. Trained in classical animation.
4. **ADVERTISING AND COPYWRITING** - Created several advertising campaigns for clients. Wrote ad copy, web copy and radio ads. Studied failed ad strategies and redesigned them to work better. Created ads to be published in magazines, newspapers and the internet.
5. **COMMUNICATIONS AND TEAM BUILDING** - Consults with clients, writers, the sales team, managers and directors, print and pre-press production staff on concept and design, to ensure an error free, finished product. Staying within budget and time restrictions, and strives to project a quality corporate image. Works flexible hours and meets all deadlines. Handles stressful situations with a good dose of humour.
6. **SUPPLIERS AND MATERIALS PURCHASING** - Oversees hiring of talent and suppliers. Provides written quotations from suppliers, writes purchase orders and codes jobs using charts of accounts. Sent and received electronic files from clients worldwide.
7. **EQUIPMENT AND COMPUTERS** - Proficient with Macintosh OSX platform, knowledge of PC platform. Knowledge of Corona SDK and Apple Xcode.

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EMPLOYMENT RECORD

Saiko Games, Sept 2012 - Present. Creator/designer of mobile apps for Apple & Android.

January 2007 - Present. Freelance illustration. (www.artpuppy.com)

The Graffic Link Design Studio, March 2001-June 2008. Duties include art direction, graphic design, illustration and copywriting/advertising. Designed printed ads, brochures, catalogs, displays, packaging and website design. Numerous clients include Zamboni, OPHA, Diversicare, HHRC.

Housebuilder, Sept 1999-January 2001. Took time off to design and build a 2000 sq. ft. timber frame house in Bracebridge.

Gunther Mele/Gardeners Delight, Sept 1998-Sept 1999. Duties included design and production of catalogs, flyers, jewel case design, store displays and packaging and logo and artwork design. I have worked with numerous clients including Chapters, Mattel, The Bay and others regarding bag and packaging design. I have also worked in research and design, creating bag and box samples for various clients.

MB Graphics, May 1997-April 1998. Worked as page designer/ad builder for New & Resale Homes Magazine. Activities include scanning photographs, typing text and creating ads in both black & white and 4-color format.

Hamilton Regional Conservation Authority, March 1995-2000. During this period, I have been hired as temp graphic artist and done freelance work for the Authority. Activities included creating black and white ads for newspapers, designing and creating one colour and four colour flyers and brochures, obtaining quotes and preparing work to be sent to the printers. During the summer of 1996, I worked on the design and layout of the Conservation Focus newspaper and was involved in the Confederation Park 'White Water Madness' summer ad campaign.

During 1990-present I have also worked as a freelance artist and consultant. Designed company logos, business cards, etc. for numerous clients.

EDUCATION

Sheridan College 1989-1993
Received diploma of fine arts in classical animation.

Portfolio available upon request or select: www.houseofshane.com
Illustration portfolio: www.artpuppy.com

