



TOMSCRACE

✉ tomscrace@gmail.com

🌐 www.tomsgrace.com

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Calgary, Alberta, T2S1Z4

OBJECTIVE

To obtain a position as a designer in a collaborative environment that pushes me creatively and supports development.

TECHNICAL SKILLS

PhotoShop	● ● ● ● ●
Illustrator	● ● ● ● ●
InDesign	● ● ● ● ●
Quark	● ● ● ● ●
After Effects	● ● ● ● ●
Wordpress	● ● ● ● ●
HTML / CSS	● ● ● ● ●

Other: Google Apps • Microsoft Office • 3D Studio Max • AutoCAD CADWORX • MircoStation

EDUCATION

Process Piping Drafting (2015 -16)
SAIT Polytechnic (Calgary, CAN)

Art and Design Diploma (2001 - 02)
Northbrook college (Horsham, UK)

A Levels - Graphic Design (1999 - 01)
Varndean college (Brighton, UK)

KEY ATTRIBUTES

- High aptitude for problem solving and creative solutions
- Entrepreneurial mind set and innovative
- Positive and proactive communicative approach
- Ability to meet deadlines and prioritise workloads
- High level of IT software and web knowledge
- Self starter and enjoy working in a team environment
- Good sense of humour and likable (so I've been told)

PROFESSIONAL EXPERIENCE

Senior Designer (Oct 2016 - Present) New Wave Media - Calgary, Canada

- Conceptualize various brands through logo, web, and digital design.
- Responsibilities include; graphic and web design, campaign development, strategy implementation and brand development.

Graphic Designer (July 2016 - Oct 2016) Great News Publishing - Calgary, Canada

- Design and create ads for customers. Interpret the Client's business needs and communicate the their message with high visual impact.
- Ensure accuracy of all proofs and submissions, ensuring high quality production and timely delivery of all ad materials. Receive final email verification ad approval from all customers for all ads.
- Editorial design. Contributing to the production of all 86 monthly community newsletters. Complying with company guidelines, deadlines, and design standards.
- Upload ad(s) to in house database and assign ad(s) to customer booking(s).
- Work with editors, sales reps, pressmen and other designers to resolve technical and/or design issues.

Graphic and Web Designer (Sep 2008 - Present) Freelance - Brighton, UK / Calgary, Canada

- Brand Creation, redesign, and consulting for startups and corporations.
- Full package mobile-ready Web Design via Wordpress, HTML5, CSS, and PHP.

VOLUNTEER EXPERIENCE

- Habitat for Humanity Southern Alberta - Construction (November 2015)
- Brighton Women's Centre - Web design and marketing (September 2010)
- SAIT Open House - Student Program Advisor (November 2015)
- Communication Officer of SAIT's P.P.D Student Club

ACHIEVEMENTS

- Phi Theta Kappa Honor Society member 3.97GPA
- Owner of UK based Driving School (www.brightondrivinglessons.co.uk)
- Helped 100+ people to pass their driving test
- Completed 3ds Max Animation Workshop

LEISURE ACTIVITIES



Mountain biking



Surfing



Golf



Cooking



Snowboarding



Photography

- Web and Print design for marketing, special events, social media development, and corporate identity.
- Contracted to redesign Absolute magazine. Created Absolute's design standard and template for ongoing print and digital publications. Redesign boosted online and social media presence.
- Lifestyle and Illustration Photographer, photos featured in multiple publications including; Whitelines (UK's premier snowboarding magazine), Daily Mail Ski magazine (March 2014 had gross daily sales of 1,708,006).
- Collaborated with Public Relation Account managers and delivered on designs and images for pitch presentations.

Graphic Designer (Sep 2011 – Sep 2014)

Latest Homes Ltd / Latest TV Ltd - Brighton, UK

- Accountable for design, production and management of marketing material including; branding, web design, HTML newsletters, adverts, motion graphics and stationary.
- Developed digital and print design for Clients (editorial and advertorial page design / web banners / leaflets, etc). Resulting in high sales revenue.
- Website management and analytic analysis which identified reader's interest and gave focus to popular content, which improved overall magazine readership.

Designer / Laser Engraver (Jul 2007 – Sep 2008)

Premier Impressions Ltd - Newhaven, UK

- Managed laser engraving department. Accountabilities included; identifying project schedules, delivering products on time, managing staff workloads and training of junior staff.
- Redrawing and editing artwork to match clients brand guidelines.

Graphic and Web Designer (May 2006 – Jun 2007)

International Horizons Ltd - Brighton, UK

- Responsible for creating brand identity which includes; designing, constructing and developing website and print products. Designed and created all digital and print advertising.
- Managed and maintained web content.

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