

Claire Desjardins

Graphic Designer & Fine Artist

claire@studioclaire.com

www.studioclaire.com

OBJECTIVE

To use my 10+ years of experience in design in helping organizations communicate clearly and effectively, through visual medium.

Willing to travel.

SKILLS SUMMARY

- Artistic Direction & corporate identity
- Graphic design
- Web site design, planning, management & marketing
- Electronic newsletter production & coordination
- Project development & coordination
- Team leadership & interpersonal skills
- Content writing

Partial list of organizations that have purchased my designs:

Department of Canadian Heritage
Library and Archives Canada
Petro-Canada Fuels, Inc.
Halogen Software
InterSight Technologies
GoodNursing Magazine
K-Mart
Woolworth's
Carnival Cruise Lines
Holland America Cruise Lines
Grand Union
Wyndham Hotels

PROFESSIONAL EXPERIENCE

Graphic Design Consultant

1990–2000, 2002–2005, 2006-present

www.studioclaire.com (portfolio)

www.studioworx.com (blog)

- Assist clients in creating and developing corporate image, including logo development, look and feel, co-brand kits, style guide development, colour palettes, etc.
- Design advertising & promo items, including corporate media kits, flyers, mailers, posters, etc., while respecting branding guidelines
- Design and create magazine layouts and ads
- Design and maintain web sites for clients in various industries, including financial, technology, arts, government, manufacturing, Internet, & retail sectors
- Optimize client's web sites for top search engine ranking, thus increasing traffic to sites
- Interior & exterior consultation of tourist attraction design
- Painted murals in restaurants, shopping malls, bars
- Created original designs for reproduction on clothing & souvenir items
- Participated in numerous craft shows in Canada, USA, and Caribbean

Graphic Designer

Halogen Software (Ottawa, On)

July 2007-January 2008

www.halogensoftware.com

- Created web page designs
- Updated corporate brochures
- Assisted in production and setup of User Conference, coordinated all related marketing collateral
- Assisted in re-branding initiative
- Organized branding elements to ensure consistency throughout all marketing collateral
- Provided artistic direction to freelance designers
- Designed new pieces of marketing collateral, under direct supervision of VP Marketing

Senior Communications Officer

Library and Archives Canada (Ottawa, On), 2005–May 2006

www.collectionscanada.ca

- Designed and coordinated the production of Library and Archives Canada's first electronic newsletter
- Increased subscriptions to 3,000+ in 10 months
- Streamlined market research with production requirements, ensuring brand guidelines are respected and used consistently throughout the institution
- Established visual guidelines and directed global look and feel for organization
- Designed and coordinated production of all corporate promotional items (banners, flyers, posters, print advertisements, hand-outs, etc)
- Provided direction to freelancers and other individuals implicated in the production of corporate material
- Some projects I worked on: *Educational Resources* guide, *Governor General's Award* posters for history teachers, Archival Community Digitization Program kit, including a poster, CD, and a "build-it-yourself" box, *What's On* brochure, exterior banners, signage, etc.

Artistic Director

Bell Canada - BellZinc.ca (Montreal, Qc), 2000–2002

www.bellzinc.ca

BellZinc.ca was a bilingual, B2B, Canadian portal which targets SMEs, and has since been merged with Bell.ca.

- Managed and directed workflow for Creative Services department of B2B portal for SMEs, including scheduling and maintaining deliverables timeline, and coordinating outsourced work
- Planned re-design project and launch of Bell Zinc web site. Successfully coordinated redesign of site's navigation, respecting branding guidelines, and achieved project completion for launch date
- Designed ergonomic web site GUI; this increased traffic to the site, and therefore to the number of page views; in turn, this enabled Bell Zinc to attract and maintain business partner relationships

PROFESSIONAL EXPERIENCE (cont'd)

- Re-designed look & feel of Bell Zinc Trade Directory: more than 65,000 product and service categories available for searches and requests for quotes, with over 600,000 Canadian companies listed 1,500,000 worldwide listings, and companies from over 130 countries
- Worked closely with marketing & communications department to establish a strong brand identity for all aspects of the company, including web site, subscriber newsletters, and other promotional material, such as online ad campaigns
- Spearheaded creation of style guide & co-brand kit to facilitate co-branding of partners' sites and integration of Bell Zinc white label products
- Assisted in usability focus groups
- Implemented latest industry trends & practices; assessed internal needs for creatives, identified possible setbacks and defined solutions

Senior (graphic) Web Designer

Cognicase (Montreal, Qc), 2000
www.cognicase.com

- Established client communications goals and translated these into design mockups; upon approval, I oversaw the developers' who consolidated the various elements into a working web site
- Created brand identities for clients, including development of logos and style guides
- Coordinated and managed the architecture (including storyboards), production and design of client web sites, successfully achieving timely deliveries
- Created ergonomic GUIs for web, in-house graphics (PDF & PowerPoint presentations, logos, icons)
- Followed and implemented technological developments & industry best practices.

Graphic Designer - Web Producer

Normal Solutions (Montreal, Qc), 1999–2000
Was later acquired by Cognicase

- Coordinated and managed web projects (client relations, development team coordination, administration of web projects)
- Consulted with clients to assess their needs & goals, created timelines for projects, coordinated deadlines for deliverables
- Designed GUI for corporate web site and corporate intranet (Normal Solutions)
- Created in-house graphics (posters, stationery, and presentations to potential clients)
- Maintained and updated client sites: edited images and coded HTML

Web Designer

Electronic Direct Marketing (Montreal, Qc), 1998–1999
www.aminteractive.net
Later changed name to "AMInteractive"

- Created & maintained web sites for clients
- Created banner ad campaigns, including design and ad copy creation
- Edited images and coding HTML for web pages
- Assisted in administration and coordination of targeted electronic mailings
- Filled in for Operations Manager during vacations.

Office Administrator & Tech Support

VIAccess (St. Thomas, USVI), 1997–1998
www.viaccess.net

- Managed the daily operations of Internet Service Provider's head office (St. Thomas, VI)
- Assisted in increasing the number of local users by way of creating advertisements, radio announcements, and telephone assistance (was hired at inception of company number of local users increased from 0 to 2000+ during the time I was there)
- Provided technical support: TCP/IP dialup connections for Windows 95 users
- Maintained and updated records for user database;
- Designed newspaper print ads
- Designed web pages for ISP

Certificates & Awards

Golden Web Award—colexionperez.com (2004)
Golden Web Award—InterSightTechnologies.com (2004)
Golden Web Award—MVPix.com (2003)
Photoshop 5.5, Master—Brainbench.com (2000)
Illustrator 8.0—Brainbench.com (2000)
Fireworks 3—Brainbench.com (2000)
HTML 4.0—Brainbench.com (2000)
The Ronnie Terry Award for Excellence in the Creative Arts—St. Georges School of Montreal (1981)

PROFESSIONAL EXPERIENCE (cont'd)

Art Director, Graphic Designer
& Product Development

M&M Postcards (St. Thomas, USVI), 1996–1998
Later changed name to "TOPS"

- Created new designs for souvenir manufacturer & distributor (St. Thomas, VI), including a new line of best-sellers
- Participated in strategic brainstorming for new kinds of souvenirs to place on the market
- Coordinated communications between M&M and manufacturers in the far east
- Assisted in creation of company's marketing strategy
- Computerized the company, enabling them to do business more efficiently with overseas manufacturers

EDUCATION

University & College

BISHOP'S UNIVERSITY

Major: Foreign Languages, minor: Business - Management,
 (Lennoxville, Quebec; 1987–1988)

CHAMPLAIN COLLEGE

Diplome d'Etudes Collegial (DEC), Languages & Literature; Dean's
 List in Fall '86 semester (Lennoxville, Quebec; graduated 1987)

COLLEGE MAISONNEUVE

Spanish Language Exchange Program (Cuenca, Spain; 1986)

Other

Pre-press on the Macintosh, Concordia University,
 Continuing Education (Montreal, Quebec, 2003)

Organizational Behavior, Concordia University, Continuing
 Education (Montreal, Quebec, 2003)

Initiation a l'Entrepreneurship, Compagnie F
 (Montreal, Quebec, 2002)

Marketing / Human Resources, Concordia University,
 Continuing Education (Montreal, Quebec, 2002)

Performance Management Training, MMG Ressources
 Humaines (Montreal, Quebec, 2001)

Accelerated Change Management, Bell Zinc Corporation
 (Montreal, Quebec, 2001)

**GUI Design for web-based Applications: Designing
 Effective User Interfaces**, DCI (Boston, Massachusetts, 2001)

Mastering Flash for Multimedia Interactive Animations,
 Technologia Formation (Montreal, Quebec, 2000)

Dynamo Personalization Software, Art Technology Group
 (Boston, Massachusetts, 1999)

Adobe Illustrator I & II, Center for Imaging Arts &
 Technologies - Dawson College, Continuing Education
 (Montreal, Quebec, 1998)

Speaking Engagements

"What you need to know about web-enabling
 your business: delivering your message online"
 For CAPS Montreal – Europa Hotel, Montreal (2002)

Associations & Committees

Friends of English Theatre - National Arts Centre,
 Ottawa (member & volunteer, 2006-present)

National Arts Centre, Ottawa (subscriber, 2006-present)

Great Canadian Theatre, Ottawa
 (subscriber, 2007-present)

**International Association of WebMasters
 and Designers** (member, present)

iStockphoto.com

(contributing photographer, 2004–present)

St. Georges' School of Montreal

(Class rep 2002–present)

Halogen Software Social Committee

(member, 2007–2008)

Art in the Park, Ottawa (Glebe)

(artist/vendor, June 2007 - nominated "Best in
 Show", designed web site in 2007-2008)

Ottawa School of Speech and Drama

(member, 2006–2007)

National Gallery of Canada (member, 2005–2007)

Montreal Museum of Fine Arts

(member, 2005–2007)

Ottawa School of Art (member, 2005–2006)

Sommelier's Guild (member, 2006)

Association du 2445 Quesnel

(President of Condo Association, 2002–2005)

Art in Strathcona Park 2006 (artist/vendor, 2005)

Jeune Chambre de Commerce de Montréal

(member, 2002–2003)

Bell Zinc Christmas party organizing
 committee (committee member, 2001)

Personal Interests

Travel, painting, drawing, working with natural fibers,
 sculpture, photography, acting, theatre, home improvement,
 gardening, Internet, community work, contemporary art,
 dog-walking, volunteering.