



DAN SALTER

graphic & web designer

☉ employment

Premium Web Designer, Yell Adworks (Yellow Pages)

November 2010 – Present

Reading, Berkshire, United Kingdom

As the premium web designer I successfully design and create websites for a variety of Yell's clients.

The role requires me to be adaptable to my clients' different design needs and to develop an understanding of their corporate identities and house style guides.

I am responsible for every step of the design process, including:

- Interpreting client requests and adapting them into a design
- Developing and creating mock-ups
- Development of website structure and CSS
- Ongoing client satisfaction
- Continual website maintenance and upkeep

Key achievement at Yell: Designing the website <http://www.howtooutsource-richina.com/> where I was given particular design specifications and was able to deliver a final product that was very well received by the client.

Graphic and Packaging Designer, Amira Inc.

December 2009 – October 2010

Montreal, Quebec, Canada

At Amira my focus was on creating eye-catching packing designs, brochures, advertising and photography.

Being the company's first in-house designer I established a cohesive and consistent corporate image. I also revamped many of their well established products with a fresh and appealing design, and created packaging for products in new sales markets.

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Graphic and Web Designer, Orstead Pty

July 2009 – May 2010

Sydney, New South Wales, Australia

As graphic and web designer for Orstead, much of my work focused on the redesign of their website www.orstead.com.au and on a wide-reaching advertising campaign of mailers and e-newsletters.

My position was originally established while I was living in Australia and continued on a freelance basis when I returned to Canada.

Graphic and Web Designer, SCP Science

March 2006 – October 2008

Montreal, Quebec, Canada

I was responsible for the redesign of the SCP Science website (in both English and French), creating the French and Mandarin sales catalogues and worked on the overall modernizing of their corporate identity.


I also oversaw a number of projects such as the designing of a new 10 foot tradeshow booth, taking product photography and developing international sales materials for the salespeople.

Freelance Graphic and Web Designer

July 2007 – September 2010

I have worked as a contract freelance designer for various companies and individuals. Projects have included: website design, developing fliers, brochures, stationery, logos, and graphics.

My freelance work has enabled me to gain a steady client base, due to my efficiency, understanding of their different types of businesses and has provided me the ability to form strong professional relationships with them.





education

Web Design, Concordia University

2005 – 2006

Montreal, Quebec, Canada

Graphic Design, Dawson College

2002 – 2005

Montreal, Quebec, Canada

certification

Certificate of bilingualism in English and French, Lester B. Pearson school board

July 2002

DSE assessors certificate, System Concepts

June 2011

software & coding skills

- Illustrator
- Photoshop
- InDesign
- Premiere
- Dreamweaver
- Flash
- CSS
- HTML
- Microsoft Office

professional experience

- Graphic Design
- Web Design/Development
- Photography
- Typography
- Photo Editing
- Catalogue Design
- Video Editing
- Flyer Design
- Advertising
- Offset Printing
- Packaging Design
- Poster Design
- Large Scale Graphics
- Card Design
- Coupon Design
- Interpersonal Skills
- Working In Groups
- Brochure Design

summary of assets

- Able to generate outstanding, dynamic design material
 - Focused on clients' needs
 - Expert knowledge of industry standard design software
 - Dedicated to keeping up with the latest industry trends
 - Thrive when working in a diverse team
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