

DAN SALTER

web & graphic designer

EMPLOYMENT

Web & Graphic Designer, Self-employed

November 2013 – Present
Toronto, Ontario, Canada

I'm responsible for creating attractive, attention-grabbing web and print designs for a wide range of clients.

I specialize in web design/development, digital and print design materials as well as creative assets for social media.

I enjoy working with clients on a daily basis so that I can give them, not just a good experience, but a product that they'll want to show off. It's my goal to create functional and striking work that stands out from the crowd — and to have a good time while doing it.

Graphic & Web Designer, Ipsos-Reid

February 2013 – November 2013 (contract position)
Toronto, Ontario, Canada

As the graphic & web designer at Ipsos Reid, my responsibilities included creating a variety of projects for both print and web. While providing design support for various departments, I was also an active member in my team and helped brainstorm new and innovative ideas. This let me provide fresh designs to improve user satisfaction and create a cohesive branding style across various platforms.

Some of the projects I have worked on included:

- Making monthly newsletters
- Working on the website redesign of an Ipsos business branch
- Creating email marketing materials
- Print design work such as brochures and fliers
- Providing graphics support for social media

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Web Designer, Morningstar

December 2011 – September 2012
London, England, United Kingdom

As a key member of the Morningstar design team, I was responsible for creating engaging, user focused websites for clients throughout the United Kingdom and the United States.

I designed clients' bespoke websites that matched our client's specifications and also maintained Morningstar's professional image. I ensured the project managers and clients themselves were highly satisfied with the final products they received.

My main tasks at Morningstar:

- Designing for large, high profile companies including: RBS Bank, Rightmove, USAA, Whitbread
- Interface design of interactive web apps
- Actively engaging in meetings with international clients both in person and via conference calls

Premium Web Designer, Yellow Pages

November 2010 – December 2011
Reading, England, United Kingdom

As the premium web designer I successfully designed and created websites for a variety of the Yellow Pages' clients. The role required me to be adaptable to my clients' different design needs and develop an understanding of their corporate identities and house style guides.

I was 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
- Continual website maintenance and upkeep

Graphic & Packaging Designer, Amira Inc.

December 2009 – October 2010

Montreal, Quebec, Canada

At Amira my focus was on creating eye-catching packaging designs, brochures, advertising and taking product 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.

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 design of a new 10 foot tradeshow booth, taking product photography and developing international sales materials for the salespeople.

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 & French, Lester B. Pearson School Board

July 2002

DSE Assessors Certificate, System Concepts

June 2011

PROFESSIONAL EXPERIENCE

- Graphic Design
- Web Design
- Web Development
- Production Design
- Photography
- Typography
- Photo Editing
- Catalogue Design
- Video Editing
- Advertising
- Responsive Web Design
- Packaging Design
- Poster Design
- Large Scale Graphics
- Wireframing
- Interpersonal Skills
- UX / Usability Design
- Brochure Design
- Wordpress / Drupal
- Various CMS platforms

SOFTWARE & CODING SKILLS

- Illustrator
- Photoshop
- InDesign
- Premiere
- Dreamweaver
- Flash
- CSS
- HTML
- Microsoft Office Suite
- Wordpress
- Drupal
- Final Cut Pro

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