

BRIAN M LOW

GRAPHIC DESIGNER

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I'm an ambitious, creative, and strategic professional with extensive experience in graphic design, art direction, communication strategy, advertising & editorial design, automated marketing, and project management in legal, corporate and ad agency environments. An adaptable leader and team player, I have worked closely with internal and external clients on marketing and business development materials from concept to execution for a large number of international clients. I am seeking to leverage my technical and professional expertise to grow in the role of Graphic Designer within your team.

Skills

Proficient in the following applications on Mac and PC platforms:

Adobe CC Suite / Microsoft Office / Vuture (email marketing) / ON24 (web broadcasts) / Producteev (project management)

Experience

Graphic Designer (freelance), 2017 - present.

- Meeting with clients to discuss the creative project, scope of work, expectations, deadlines, budget and terms.
- Guiding and advising clients on the most suitable and effective means to promote their business, and provide better understanding of industry best practices.
- Researching, conceptualizing and executing creative work, including: corporate identity, logo design, branding, print, web and UI/UE design, advertising, posters, business cards, photography, promotional material, etc.
- Receiving and implementing client feedback at each phase of the process from concept to execution.
- Delivering approved artwork in the required format within the timeframe and within budget.

Graphic Designer, Bennett Jones LLP, Toronto, Ontario, 2014 - 2017.

- Managed all aspects of projects from inception to completion, including the concept, design, art direction and ad placement/media buy of advertising campaigns across digital and printed media.
- Collaborated with our Calgary office to ensure animated elevator (Captivate) ads were consistent with print and online advertising.
- Designed documents, promotional material, event signage & invitations, brochures, inter-office documents and website/social media updates.
- Developed, created and implemented templates for e-marketing campaigns using automated, cloud-based software (Vuture) for events, announcements, blog posts, updates, professional development, internal communications and webcasts.
- Built, sourced and maintained relationships with outside suppliers to ensure timely delivery of requested artwork and promotional items across Canada, China and Bermuda.

Graphic Designer, Gowling Lafleur Henderson LLP, Toronto, Ontario, 2005 - 2014.

- Responsible for the design and production of a variety of projects during the re-branding of Gowlings such as; PowerPoint templates, stationary, brochures, e-vite templates, trade-show booths, advertising, etc.
- Designed documents, promotional material, building signage, event invitations and materials, brochures, inter-office documents, menus, direct mail pieces and website updates to reflect the updated look of the brand.
- Worked closely with translators to provide various marketing materials (print and digital) in several languages including: French, Mandarin, Cree, Arabic, Hebrew and Russian.

Graphic Designer, Milano Systems, Richmond Hill, Ontario, 2004 - 2005.

- Responsible for concept and design for a variety of projects during the re-branding of Milano Systems, including: marketing and promotional material, advertising, tradeshow graphics, software packaging, presentations and website design.
- Managed the Milano Systems Gift Card Program which included processing client orders, concept, design and quality control of custom gift cards for salons and spas. Clients included: Marc Anthony, Truefitt & Hill and Aveda and many more.

References

Available upon request.