

Objective

Seeking a collaborative environment
requiring advanced graphic and creative solutions
using an approach that maximizes current skill sets
while expanding upon new ones.

ALISON LE SAUX

FUNDAMENTALS

Education

USER EXPERIENCE DESIGN CERTIFICATION (CXD™) 2014
AKENDI CERTIFIED USER EXPERIENCE DESIGNER, TORONTO

BA HONOURS DESIGN & FRENCH 2000
UNIVERSITY OF CENTRAL LANCASHIRE UNITED KINGDOM

Key Skills

- | Intrinsic eye for design.
- | Logical thinker who is attentive to details.
- | Demonstrated ability to implement innovative designs for graphics, web, and print in a wide range of media for various industries.
- | In-depth experience applying graphic design principles.
- | Strong planning and organizational skills with the ability to manage multiple projects at once.
- | Capable of identifying new opportunities and initiating projects with clients.
- | Comfortable making independent decisions in line with management direction with respect to strategy, positioning and corporate objectives.
- | Ensures quality and standards are maintained and strives to exceed expectations.
- | Quick, strategic problem solver with more than thirteen years of progressive experience.

APPROACH AND METHODOLOGY

Relevant Experience

INTERACTIVE & PRINT PRODUCTION DESIGNER CONCRETE, TORONTO 10|2009 - 06|2014

Worked on a wide range of projects at Concrete for a variety of clients from various sectors including: Perricone, Bite Beauty, Tangerine, MEC, Super, Keilhauer, Allstream, McDonalds, Holt Renfrew, Pizza Nova, Lida Baday and the ROM to name but a few.

Interactive

- | Worked collaboratively with Creative Directors and design teams on digital projects to discover, build, improve and expand the user experience and identify and develop information architecture, user flows, wireframes and prototypes.
- | Led & coordinated digital meetings with stakeholders to present userflows, architecture and wireframes.
- | Independently led initiative to introduce and implement user-centered design process to the company with successful results including more on-time & on-budget projects.
- | Provided art direction and interactive solutions to the development team to ensure original concept design was maintained whilst optimizing user interface.
- | Proactively recommended new technologies and platforms to existing product offerings. As a result, saved the company money by creating and producing in-house websites for low-budget clients using cost-effective platforms such as Big Cartel, Squarespace & WordPress.
- | Created technical specifications documents & style guides and prepared graphic assets for hand-off to development teams.
- | Created Flash banner ads & animations, animated GIFs and interactive PDFs.
- | Managed online client image repositories and built an internal online reference library.

Print

- Photo retouching, manipulation and composition.
- Laid out, assembled and revised concepts/project files created by the creative team and prepared final artwork for a variety of industries and mediums including: high-end skin care and cosmetic packaging, instore displays and graphics, external and internal building graphics and signage, billboards, magazine ads and brochures among others.

FREELANCE WEB PRODUCTION DESIGNER STOTT PILATES, TORONTO 04-10|2009

- Designed, created and sent email blasts.
- Was part of preliminary team discussions and exploration for the entire site and online store redesign.

STUDIO MANAGER & INTERACTIVE/PRINT PRODUCTION DESIGNER SUTTON, TORONTO 2004 - 2009

- Worked in tandem with the Creative Director on creative briefs from concept and design through to production, for collateral materials such as: websites, interactive presentations, proposals, annual reports, corporate marketing materials and trade-show booths.
- Worked with and provided art direction to Web Developers to produce complex flash, cms and html websites using latest industry software and standards.
- Interactive duties included wireframe creation, design, development, maintenance and cross browser testing of client websites, email blasts, newsletters, banner adverts.
- Streamlined and managed the production process to ensure studio ran smoothly, deadlines were met and quality control was at its utmost.
- Executed all pre-press production for all external print jobs and worked directly with third party vendors to ensure timely deliverables.
- Led, coached and trained the production team.
- Proactively recommended new features and functionalities to existing product offerings; as a result, saving the company money by creating and producing in-house Online Annual Reports.

GRAPHIC DESIGNER, MARKETING COORDINATOR A4 DISTRIBUTION, UK 2000 - 2003

- Adapted and implemented the global creative for the UK market for extreme sportswear brands including: etnies, éS, emericca, Sessions, A-snowboards, 32's.
- Produced all in-house artwork: event flyers, stickers, posters, media CDs, marketing presentations & press releases | I also created magazine adverts from design to publication and assisted in trade-show & event organization.

TRANSLATOR (ENGLISH TO FRENCH)

INTERNATIONAL CENTRE OF ANIMATION FILM, FRANCE INTERNSHIP

COMMUNICATIONS, MARKETING ASSISTANT

IPAC BUSINESS SCHOOL, FRANCE INTERNSHIP

TOOLS

Programs & Platforms

Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash, Axure, Balsamic, Sketch, Bootstrap, WordPress, Squarespace, Cargo, Big Cartel, Keynote, Acrobat, MS Office

Code & Languages

HTML, CSS, working knowledge of jQuery and PHP
Bilingual (English and fluent spoken French)