



Sheldon D. Coles

SENIOR ART DIRECTOR • GRAPHIC COMMUNICATIONS

With over 12-years experience as a graphic artist, Sheldon has a keen eye for design, creativity and possesses expert level computer knowledge. He graduated with honours in Graphic Design for Print and Web from the International Academy of Design and Technology, Toronto in 1997.

Employed full-time with Emerson Group Inc., a marketing and printing agency located in Mississauga, since August 2004. Sheldon's senior art director role consists of handling day-to-day marketing, packaging and POS creative for clients in the restaurant, food and travel industries.

TECHNICAL SKILLS

- Typography
- QuarkXPress
- Adobe Creative Suite: Photoshop, Illustrator, Indesign, Flash, Dreamweaver
- Macintosh OS X and Windows
- Professional quality photo retouching and manipulation

EDUCATION

SUMMER 2000

Advertising Concepts, Ontario College of Art and Design

- The art of conceptual advertising design and execution with relation to various media.

SEPTEMBER 1997

Honours Graduate – Graphic Design for Print & Web, International Academy of Design & Technology

- Fundamentals of design and focusing on desktop publishing with industry standard applications and procedures.
- Multimedia introduction included website design, video and sound editing.

ACCOLADES

APRIL 2004

Guest Speaker: Printing Procedures, Ryerson University

- Class speaker for print production class on the basics of printing and prepress procedures.

SEPTEMBER 2003

Guest Speaker: Printing Procedures, Ryerson University

- Class speaker for print production class on the basics of printing and prepress procedures.

NOVEMBER 2000

Employee Excellence Award, Transcontinental Publishing

- Awarded for co-developing computer-to-plate procedures and in-house scanning and colour correction resulting in cost savings for magazine publications.

NOVEMBER 1998

Employee Excellence Award, Transcontinental Publishing

- Internal employee award in excellence for the success of The Hockey News, Top 50 NHL Players of All-time.

WORK EXPERIENCE

AUGUST 2004 - PRESENT

Senior Art Director, Emerson Group Inc., Mississauga, ON

- Art director for marketing and advertising materials for clients in consultation, travel, food service, restaurant and sports industries. Clients included Cara Foods, Dun & Bradstreet, Mother Parkers, Grand Prix of Toronto and Walt Disney.
- Website design, execution, development and management.

APRIL 2003 - MAY 2004

Designer / Imaging Specialist, Cossette (Strateco-Blitz Division), Toronto, ON

- Design, layout, colour correcting, image retouching, close-cropping, creating dieline schematics and preparing press-ready files for marketing, advertising and tradeshow materials. Clients included Panasonic, Bell Canada, Labatt's, Coca-Cola and Nestlé.

APRIL 2001 - APRIL 2003

Designer / Production Artist, AQUENT and Freelancers Unlimited Inc., Toronto, ON

- Placement basis with various advertising agencies, marketing companies and publications.
- Design, page layout, ad layout, scanning, colour correcting, image retouching, close-cropping, creating dieline schematics, preparing press-ready files, mock-ups and other duties as requested. Preliminary work helped to win key accounts for certain clients.
- PLACEMENTS INCLUDED: Anderson Advertising, BCS Communications, Brain Storm Group, Brunico Communications, Emerson Group Inc., Flavour Advertising, J. Walter Thompson Advertising, Maritz Canada, Optic Nerve and Design (division of Publicis), OWL Magazine, Strateco and Tribute Magazine.
- CLIENTS INCLUDED: CIBC, Coca-Cola, Ford Canada, Hostess/FritoLay, hp/Compaq, KIA, Panasonic, Pepsi, Pfizer, Porsche, Rogers Media, Toronto Star and The Toronto Sun.

DECEMBER 2000 - APRIL 2001

Web Designer, Québecor (Canoe.ca and The Toronto Sun), Toronto, ON

- Design images, elements and banner ads for Canoe.ca and promotional print ads for The Toronto Sun.
- Redesign of Savings4U.com increased site activity and sales over 200%.

APRIL 1999 - NOVEMBER 2000

Art Director, Transcontinental Publishing, Toronto, ON

- Design and layout on various magazines ranging from sports to technology including cover direction, publication redesigns and special collector issues.
- Design subscription marketing materials and advertising promotions.
- PUBLICATIONS INCLUDED: The Hockey News, Hockey Business News, Preview Sports, Computing News.

AUGUST 1997 - APRIL 1999

Designer / Production Coordinator, Transcontinental Publishing, Toronto, ON

- Design and magazine layout, subscription marketing materials and advertising promotions.
- Prepress and production including high resolution scanning, retouching and file preparation.
- Co-developed procedures for computer-to-plate prepress resulting in operating savings.
- Managing work flow and staff including system maintenance and help desk support.

Employed with Transcontinental Publishing from August 1994–August 1997 in various support roles including account executive, customer service and circulation.