



# Shawn McCrea

## Designer | Art Director

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### attributes

An experienced Designer and Art Director, highly adaptable, able to manage multiple projects simultaneously with a keen eye for typography and attention to detail.

### experience

#### **The Home Depot | Communication Graphic Designer** Oct 2016 – Present

Event collateral (large format presentations, signage, direct mail, animations)  
Internal/external communication materials (look books, posters, infographics, presentations)  
Ad hoc requests including stop motion animation, social posts & brand development

#### **Oliver Agency | Graphic Designer** May 2016 – Oct 2016

Rebranding 'Chubb Insurance' internal and external print based collateral

#### **DDB | Art Director** Jan 2016 – May 2016

Print & web based CRM including emails, web newsletters, banners & direct mail  
Brands included Kraft, VW, Scotiabank, Esso, Frigidaire & McDonalds

#### **Aspect Software | Graphic Communication Specialist** Sept 2013 – Feb 2015

Large scale graphics including event collateral, trade show displays & roll ups  
Print & web advertising, direct mail, brochures, posters & web banners  
Experience working with countries across the EU & multiple languages

#### **Various Ad Agencies | Graphic Designer - Freelance** July 2013 – Sept 2013

King Henrys artworking large scale billboards for London Rail  
Wickes Building Materials artworking catalogs, flyer's, POS & in store displays  
Additional placement at Saatchi + Saatchi Healthcare, BEAR London & Jacob Bailey

#### **Various Ad Agencies | Graphic Designer - Freelance** Jan 2008 – July 2012

Constellation Brands working on Inniskillin & other winery advertising & POS  
Cheil Canada implementing Samsung's new brand standards

#### **Mission Response | Graphic Designer** Feb 2009 – Feb 2011

Create realtor marketing materials (newsletters, postcards, brand identities)  
Compose real estate statistics and edit content to ensure accuracy  
Design email marketing campaigns and prepare press ready files

### education

#### **OCAD University** Sept 2003 – Apr 2007

Bachelor of Design | Degree in Graphic Design

### expertise

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Acrobat)  
Figma  
Prezi, Keynote, Salesforce  
Microsoft Office  
Mac & Windows operating systems  
HTML 101: Yellow Belt Course

### interests

#### **Travelling & Volunteering**

New Zealand | Working Holiday Visa Aug 2012 – Mar 2013  
Southeast Asia | English teacher & wildlife volunteer Mar 2011 – Oct 2011  
South Africa | Wildlife game reserve volunteer Nov 2008 – Jan 2009

Photography  
PADI Open Water Diver

