

ROBERT SAVOIE

rob_savoie@hotmail | 416.845.1072 | www.robsavoie.com

EDUCATION

George Brown College
of Applied Arts and Technology
Graduated in 2003, Graphic Design

Loyalist College
of Applied Arts and Technology
Graduated in 1993, Television Production

WORK EXPERIENCE

TRADER Corporation
2014-2018, Manager Brand & Design
2007-2013, Graphic Designer

Columbia House Canada
2003-2006, Graphic Designer

Avery Dennison
1995-2003, Assistant Coater Operator

PROGRAMS

Adobe: Illustrator | Photoshop | InDesign | Acrobat | Premiere

Microsoft: Word | Excel | PowerPoint

WordPress

Sketch

SKILLS

- Over 15 years of graphic design experience of enthusiastic, creative, collaborative and results driven design communication
- Able to manage the design, production and delivery of many competing priorities
- Proven ability to succeed in a team or individual environment
- Thorough knowledge of design software, Adobe Creative Suite
- Pre-press experience: colour trapping, creating high and low resolution PDFs
- Strong understanding of supplier production times and processes
- Comfortable working with large format printing for trade shows, billboards and vehicle wrap graphics
- Strong desire to grow by learning new skill sets, programs and being open to new experiences
- Understand and typeset French
- Attention to detail and critical eye for proofing
- Project & Studio management skills
- Experience with leading and executing re-branding
- Digital illustration and logo design
- Exceptional problem solving and organizational skills
- Invoice tracking, competitive price research from suppliers
- Strong presentation skills
- Innovative and resourceful

REFERENCES

Monisa Mees
Associate Director, Direct and Digital
Marketing SickKids Foundation
Monisa.mees@sickkidsfoundation.com
416.567.2383

Carmen Lewis
Graphics Specialist,
TEVA Canada Pharmaceuticals
Carmen.Lewis@tevacanada.com
647.206.0710

ROBERT SAVOIE

rob_savoie@hotmail | 416.845.1072 | www.robsavoie.com

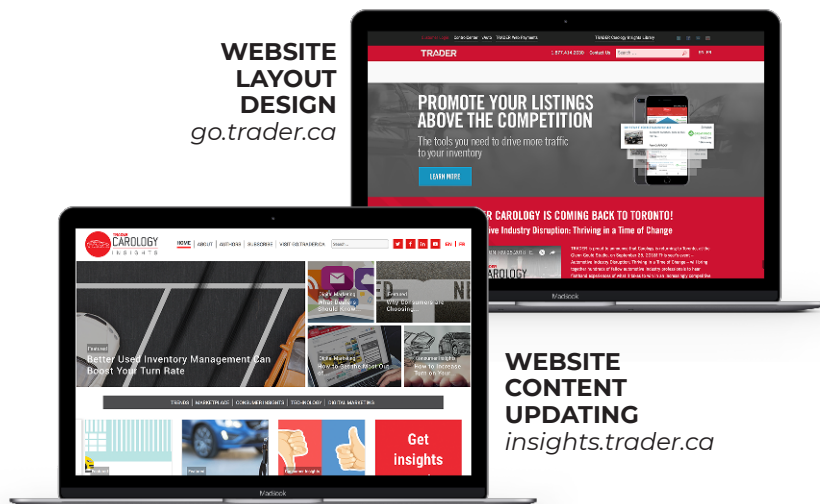
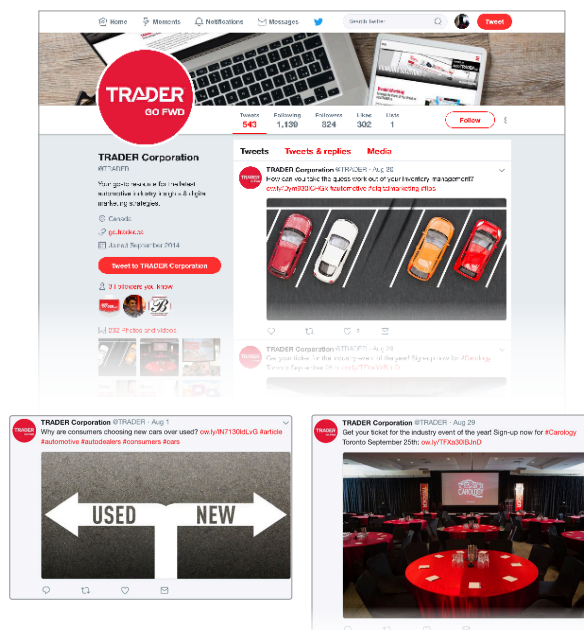
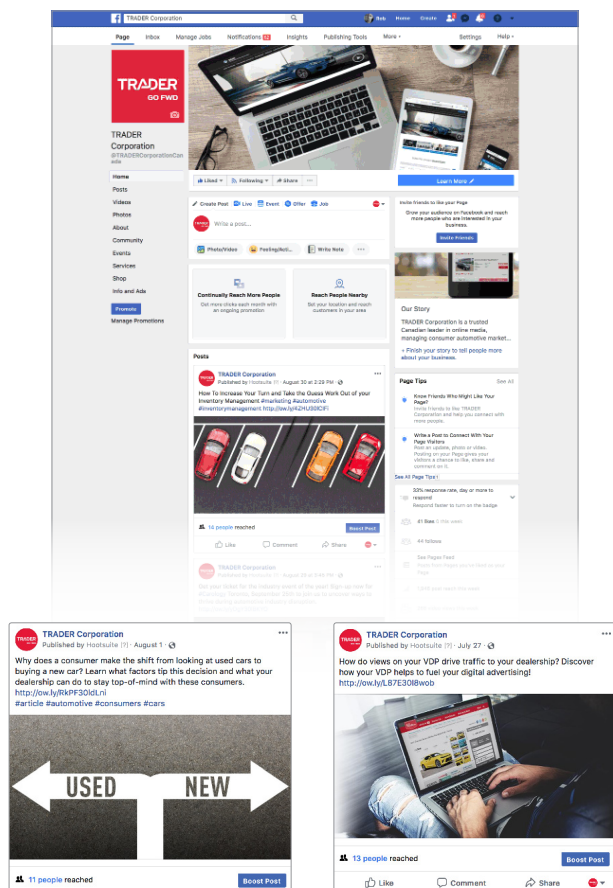
WHAT I DO

- Work closely with executive teams, brand managers and key stakeholders to execute creative ideas, impactful graphic treatment by blending photography, imagery and copy for advertising, collateral and infographics
- Design Social Media posts (Linkedin, Twitter and Facebook)
- Champion and guardian of all corporate brands and creative initiatives
- Ensure that the brand image is respected in the various company media including video production, web and other media as required
- Managed insights.trader.ca story and image upload through WordPress
- Design display banners, email templates and landing pages
- Manage design talent workloads, distributing work, briefing and providing feed back and ensuring work is delivered correctly and on time
- Create logo designs for sub-brands and all corporate events
- Prepare interactive PDF forms and files
- Produce high-quality visual documents such as sell sheets, brochures, booklets, PowerPoint presentations, reports, e-invitations, invitation cards, posters, signage
- Construct infographics that enthusiastically bring to life content messages using assets and strong visuals to tell complex stories
- Design all creative promotional assets to support all external trade-shows and internal sales and corporate events
- Establish, set, implement and launch corporate brand standards
- Make original, industry leading artwork for B2B and B2C teams for both external (dealer facing) and internal clients (national sales, regional sales teams and HR)
- Develop and implement creative solutions for all advertising, print and web based collateral
- Liaison between printers and our internal clients that require such services. Approve all printer proofs and attend press approvals (if required)
- Evaluate existing designs in order to pro-actively make recommendations for design and/or guidelines which drive brand performance, growth, and strengthen our design integrity
- Build and maintain the corporate asset and collateral library
- Coordinating design requests with internal stake holders, adhering to deadlines and budgets
- Manage relationships between external agencies collecting all assets and ensuring seamless transfer and distribution of content/collateral
- Oversee the selection and management of print vendors. Ensure/recommend print cost efficiencies. Track and maintain list of studio expenses; printing, hardware, freelancer and promotional materials

ROBERT SAVOIE

rob_savoie@hotmail | 416.845.1072 | www.robsavoie.com

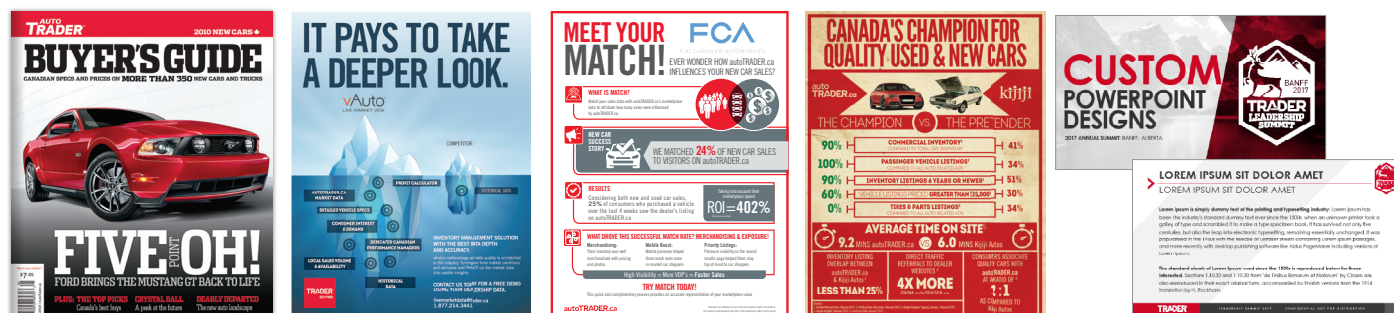
SOCIAL MEDIA POST & GRAPHICS CREATION



LOGO DESIGN



COLLATERAL & PRINT DESIGN



rob_savoie@hotmail | 416.845.1072 | www.robsavoie.com