

steven venn

GRAPHIC + WEB DESIGNER

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Software + Web Skills

Professional Experience

Qualifications for the position of Web Designer

- Current Digital Content Producer with Bell Media (BC Interior) managing 11 websites (including a talk/news/sports station AM 1150) that include contest/promo page setup, content graphics, video, photo galleries, and audio clips management
- Experience with Polopoly and Marketron Digital Suite CMS systems, front-end web design incorporating HTML; production of web banners/ads; email newsletters/exclusives via Silverpop, web page setup/maintenance, and social media engagement (Facebook, Instagram, and Twitter)
- Liaising with Bell Media National Digital Content producers and development team to create effective solutions for BCI/iHeartRadio Canada sales incentives and promotional campaigns
- Monitoring analytics for BCI websites via Adobe Omniture, and Facebook reports
- Experience composing and producing written marketing materials, as well as proofreading
- Organized and able to skillfully manage multiple creative projects, and work under pressure
- Effective time and deadline management skills, research skills, and meticulous attention to detail
- Collaborative and flexible team player who can work independently as well

Web/Print Design & Production: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat) Polopoly and Digital Suite CMS • Dreamweaver • HTML • CSS • WordPress • Silverpop MailChimp • Social media management • Basic Javascript/jQuery • Basic PHP • Powerpoint
Misc./Audio: Microsoft Office • Adobe Premiere • Adobe Audition • Audio production

DIGITAL CONTENT PRODUCER

Bell Media (BC Interior)/iHeartRadio Canada, Kelowna BC 2014 – present

- Responsible for creating, publishing, and maintaining digital web content for Bell Media's BC Interior group of radio and select TV digital properties, as well as working directly with the Bell Media National digital team under the iHeartRadio Canada brand
- Creation of client and programming requested web banners (big boxes, leaderboards, etc.)
- Working directly with promotions and sales representatives to create online incentive contests, promotional feature pages, audio/video resources, and other supportive web content
- Producing custom advertising solutions for both web and print to the BC Interior promotions and sales departments, and their clients, along with e-newsletter/exclusives using Silverpop
- Building and maintaining radio/tv branding and information with social media networking tools
- Daily use of web production tools (Photoshop, Illustrator, Facebook video, code editing)

SENIOR GRAPHIC DESIGNER

Steven Venn Design Communications, Calgary AB 2001 – 2007, 2009 – 2014

Oversaw complete start-to-finish communications print solutions including layout, typesetting, file preparation, photo-retouching and press supervision/press approvals for clients.

- Art-directed and produced a complete annual report for BCE/CTV Television
- Facilitated a comprehensive Simpsons billboard and transit program for The Comedy Network
- Designed and produced successful CBC Television press kits and promotional materials
- Provided professional graphic production support to Toronto and Ottawa area studios in past

VISUAL COMMUNICATION DESIGNER

reBox Communications, Calgary AB 2014

Creation of visual design solutions, promotional items, logos and information brochures.

- Produced series of comprehensive sketches through to final artwork for a major oil/gas client
- Consulted and worked with an external developer on the creation of a WordPress site
- Designed and produced e-blasts, event banners, logo designs, and promotional materials
- Extensive Adobe Photoshop and Illustrator illustration work for promotional items

GRAPHIC/WEB DESIGNER

Ottawa Chamberfest (music festival), Ottawa ON March – October 2013 (contract)

Designed and produced ads, promotional materials and publications. Also facilitated publicity materials, as well as the creation of two music festival catalogues in English and French.

- Provided comprehensive front-end website design and maintenance for Chamberfest.com and Chamberfest's e-communications using HTML/CSS, WordPress and MailChimp
- Layout and design of print advertising for Chamberfest 2013 (Ottawa Citizen)
- Maintained and contributed to internet social media channels (Facebook, live tweeting)

Professional Experience *(continued)*

Other Professional Experience

Education + Training

Qualifications for the position of Web Designer

MULTIMEDIA DESIGNER

Accurate Communications, Ottawa ON 2012 – 2013

Created and designed communication materials, ads and website projects for government departments and commercial businesses in the Ottawa community.

- Designed comprehensive front-end website designs and User Interfaces with PhotoShop as well as performing WordPress maintenance, and website wire-framing/UX design
- Created extensive long documents, publications and newsletters with Adobe InDesign
- Provided professional support with logo and branding systems design

INTERMEDIATE GRAPHIC DESIGNER

Bell Media / The Comedy Network, Toronto ON (Contract) 2000 – 2001

Created and designed promotional materials, sales kits, print ads, web banners.

- Designed and produced several promotions for The Comedy Network that increased ratings and ad-buying revenue and created custom designs for specialty items
- Liaised with printers and supervised the production of customized press kits

CREATIVE WRITER / PRODUCER

NewCap Radio, Calgary AB (Fuel 90.3 / XL 103) 2008 – 2009

- Wrote several commercials/promos for both NewCap Radio and its clients
- Provided audio editing and production of commercial spots, promos, and station imaging
- Ad audio production using Pro Tools, Adobe Audition, and Maestro Production system
- Provided booking and commercial tracking via DeltaFlex

ANNOUNCER / PRODUCER

CJCD Mix100 (Vista Radio Group), Yellowknife NT 2007 – 2008

- Afternoon drive radio host providing on-air talent, voice-tracking and station remotes
- Commercial voicing and ad production using Adobe Audition, and MTS Production system
- Collaborated with sales team and creative writer on commercials/promos for Vista Radio

POSTGRADUATE CERTIFICATE - WEB DESIGN, DEVELOPMENT & MAINTENANCE 2010 **Humber Institute of Technology and Advanced Learning, Toronto ON**

- Coursework and instruction involving website production, design and development with HTML, CSS, PHP and basic Actionscript using Adobe Creative Suite components Flash, Dreamweaver, Photoshop and Adobe Illustrator
- Basic introduction to creating and maintaining a content management system and database with PHP/MyAdmin

POSTGRADUATE CERTIFICATE - RADIO BROADCASTING 2006

Humber Institute of Technology and Advanced Learning, Toronto ON

- Coursework involving announcing and on-air performance, audio production, writing and sales
- Familiarity with basic board operations and recording production

BACHELOR OF FINE ARTS - GRAPHIC DESIGN / PAINTING (Double Major) 1993

York University, Toronto ON

- Coursework involving typesetting, corporate identity design, art direction, and graphic layout; graphic design theory and history; graphic print production. Fine art painting and drawing

PROFESSIONAL DEVELOPMENT

- Javascript/jQuery and WordPress - George Brown College, Toronto ON 2012
- Ryerson University Continuing Education Photography Certificate Course, Toronto ON
- Advanced Photoshop Training - Digital Media Studios, Toronto ON
- Ongoing self-instruction - Lynda.com, Skillshare, and web design/development books

Portfolio samples available at: stevenvenndesign.com
References upon request