



Artist FOR HIRE

Susan Aikenhead

www.artistforhire.ca

644 Corrigan Cres., Peterborough, Ontario K9J 7N8
705-748-5515 sue@artistforhire.ca

Experience

2004 - Present
Artist for Hire
Peterborough,
Ontario

Artist for Hire

Sole proprietor of a graphic design company specializing in branding. I am a business minded design professional with over 30 years experience in designing. When my clients present me with a branding project, I help them to select the look and feel that presents the best visual expression of who they are and what they offer. I've created identities, logos, business cards, stationery and website designs for a wide range of businesses including;

- Created a corporate identity, business cards, letterheads and presentation materials for Channel Insights in Pickering and Atlanta, Georgia, specialists in helping companies prioritize issues and opportunities to improving their retailer sales performance and reducing management costs.
- Created a logo for "Plan B Power Systems. LLC" in Missouri, USA
- Created a logo design for "The Canadian Mental Health Association" in Calgary
- Created a brand for "Fancy Face Makeup Artistry" in Pickering through original logo and website design, as well as business cards and stationery;
- Created a logo, business card and website for "Roxy's Clothing and Gifts" in Lakefield, Ontario
- Created a "Trip Diary" and bumper sticks for the Northwest Territories: Industry, Tourism and Investment
- Created a logo and personal promotional website for "Brittany Gray" an actress, dancer and singer
- Create email campaigns and maintain the website on a weekly basis for "Tech Electronic" the leading Canadian satellite distributor based in Lindsay, Ontario

For more information, and to view my designs please visit the Artist for Hire website at www.artistforhire.ca.



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Experience

Feb. 2005 - Present
Innisfil, Ontario

The Managed Web

Graphic Design consultant for The Managed Web marketing projects. Have been responsible for creating a number of original logos as well as web and print designs. Past work includes:

- Created the logo, business cards and stationery for "Tamsco Food Systems Inc.," as well as their website design
- Created a 58 page guide for the Ontario Ministry of Health, which included cover design, charts and layout
- Created the new brand for "The Village Restaurant" and the "Baja Luna Lounge"
- Created a corporate identity, stationery and billboards for Meadow Wind Garden Centre, as well as their website design and weekly newspaper ads
- Created the logo icon and business cards for "The Managed Web"

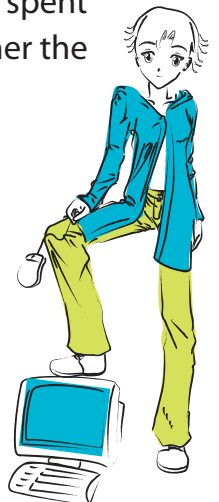
For more information please visit The Managed Web website at www.themanagedweb.com.

Sept. 2006 - May. 2007
Belleville, Ontario

Loyalist College

I was a part-time professor in Television and Multimedia Studies at Loyalist College in Belleville in which I presented course materials and developed an effective learning environment. Prepared assignments and tests and created a very fair and effective evaluation method which was based on meeting the course and assignment requirements. Was very approachable and spent off hours being available for students in need of help. I put together the entire course contents of and taught the following subjects:

- Basic Photoshop
- Advanced Photoshop
- Illustrator - which included the teaching of branding and logo design
- Image Ready
- Adobe After Effects





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Experience

1976 - 2003
Peterborough,
Ontario

CHEX Television

I was the Art Director at CHEX Television in Peterborough and Oshawa, Ontario. My key responsibilities were to meet the graphic requirements from both markets of commercial clients, producers, creative writers and promoters for both print and video productions under strict deadlines. Designing art and layouts for material to be presented by visual communications media such as television, magazines and newspapers in addition, prepare illustrations, logos, letterheads, coverage maps, pamphlets, advertisements, brochures, presentation pages, flyers, forms, etc. I created animations, and other visual images using animation software, computers and other electronic media. Develop design concepts for digital media and decide how best to present the information visually, so it is eye-catching, appealing and organized. I filled in for promotion and creative editors when on vacation, and met all their daily duties, which included writing, assigning voice-over talent, choosing music, editing video and applying all graphics and graphic animations using Insciber and After Effects

- Created the company logo, business cards and stationary;
- Created the on-air look and templates for all newscasts;
- Created the on-air look for station promotions;
- Created graphics and in some cases logos for our commercial clientele



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Skills, Software and Interests

Skills

- Logo and Brand Design
- Print Layout & Design
- Web Design
- Letterheads
- Newsletters
- Pamphlets
- Advertisements
- Brochures
- Catalogues
- Digital Photography
- Television Layout & Design
- Digital Video & Audio Editing
- Animation

Software

(Windows and Macintosh)

- Adobe Photoshop
- Image Ready
- Adobe Illustrator
- Adobe InDesign
- Quark Xpress
- Dreamweaver
- Macromedia Flash
- Microsoft Word
- Power Point
- HP Scanjet 4470C Scanner

Interests

- Photography
- Gardening
- Golf
- Being a Skateboard Competitor's Mom

