KEITH MCLEAN
GRAPHIC DESIGN & ILLUSTRATION

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I'm a graphic designer and illustrator from Toronto Ontario. A graduate of the York/Sheridan Bachelor of Design program with 8+ years of graphic design experience, I'm a well rounded creator with experience in all stages of the design process, in print, digital and video spaces. I've worked on teams and in companies of all shapes and sizes.

Work Experience

2016-2019
Visual Designer at Big Viking Games
Working in the product marketing team, I was responsible for the look and feel of marketing materials used in game and on social media for our two flagship products. I worked across teams with developers, artists and marketing from the sketching/wireframing phase through to final delivery to produce templates and final pieces that would resonate with and engage our end users. This included the design of static images, video trailers, newsletters, templates and finished assets for in-game promo windows, including weekly themed assets and promo UI kits for both titles.

2013-2016
Graphic Designer at Softchoice Corporation
I was the single point of contact for executing all creative projects in an organization of over 1400 employees across North America. Working closely with marketing managers, I carried print and digital projects from initial sketches/wireframes through to delivery of finished products that were tailored towards a wide and rapidly changing range of audiences.

2011-2013
Graphics & Comics Editor at Excalibur Productions
Worked with a production team and editorial staff to produce a weekly news publication. I was responsible for multiple sections of the paper and original illustrations/infographics.

2011-2012
Graphic Designer at Mackenzie Investments
Working in the creative services department, I was responsible for designing financial reports, information graphics and marketing materials that adhered to the company brand.

Education

2008-2013
York University/Sheridan College Joint Program in Design BDes Honours
Graduated with honours from York/Sheridan's graphic design program, focusing on design thinking, communication and print design.

Technical Skills

Expert knowledge of Adobe's Creative Suite, in particular Photoshop and Illustrator with a keen typographic eye and a great deal of experience with colour theory for print and screen. Trained in HTML and CSS, and some experience with jQuery. Additionally, I am skilled in video production and editing in software like Final Cut Pro, Adobe Premier, and After Effects. I also have some experience working with prototyping platforms like InVision.

References available upon request