
qualifications

Over 10 years multi-faceted experience in the creation and implementation of successful brand identities for an internationally recognized sporting organization and national entertainment network.

Strong conceptual storyteller, able to lead and collaborate through all stages of strategic brand development, including illustration, print production and overseeing interactive and industrial designs.

Keen awareness of modern design, emerging cultural and mainstream trends as well as an exceptional eye for colour and details.

Comfortable in all high-energy work environments and capable of turning around professional design artworks under extremely tight deadlines.

Driven to set and maintain high design standards for all internal/external clients through constant communication and collaboration, providing them with smart, up-to-the-moment marketing solutions.

Firmly interested in fostering new and old work relationships with current and established contract artists, illustrators and photographers.

employment history

art director/designer/illustrator

March 2010 to Present – Vancouver, Canada

Various clients, freelance design and illustration work

company overview

Currently building freelance design and illustration business. Specialized in conceptual design, publication design, branding and illustration work.

experience

Developing custom branding, publication and illustration work for a variety of non-profit, start-up and corporate clients.

Art directing/designing dual-purpose 'how-to' book for both the entrepreneurial crafter and organizers of craft shows and events.

Illustrating a greeting card collection for retail.

Authoring and illustrating a children's picture book.

senior designer

October 2006 to February 2010 – Vancouver, Canada

Brand and Creative Services, VANOC (Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games)

company overview

The Brand and Creative Services department within VANOC was responsible for developing the *Vancouver 2010* brand, along with all major design and video requirements, including mascots, medals and torch design.

experience

Shared a lead design role in many of the organization's most public projects. Most notably, the collaborative research and development of the *Vancouver 2010* visual identity and graphic system, including *Vancouver 2010* sub-brands (*Cultural Olympiad*, *Torch Relay* and *Motto*) and authoring multiple Graphic Standards Manuals.

Lead designer of all Olympic and Paralympic souvenir/thermal sport and ceremony tickets, ensuring a consistent integration of the brand identity was reflected in each of the 33 unique ticket designs. Worked closely with client and printers in order to incorporate high-level security features on all tickets. Sport ticket artwork was also used on all Official Olympic and Paralympic sport posters.

Interviewed and commissioned both artists for the design of Olympic and Paralympic victory medals. Collaborated and guided chosen artists in the research, design and eventual refinements that lead to its finished form and story.

Lead designer on all printed Olympic and Paralympic *Torch Relay* celebration stage elements. Collaborated with design colleague to ensure a strong brand connection was implemented throughout all relay-route pieces including the *Torch Relay* street-banner system and convoy motorcade.

Designed and managed wrapping of the world's largest double-ended ferries with *Vancouver 2010* graphics in conjunction with clients *Myron Advertising + Design*, *BC Ferries*, the *BC Government* and *3M Canada*.

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employment history

senior designer

December 2000 to September 2006 – Toronto, Canada

Various clients, *CHUM Television*

company overview

CHUM Television was a Canadian broadcasting network based in Toronto, Canada from 1945 to 2007 before its acquisition. *CHUM* owned and operated 11 local stations, 20 branded specialty television channels, most notably *MuchMusic* and its various spin-offs. In addition, *CHUM* controlled 33 radio stations across Canada.

experience

Worked collaboratively with creative directors, producers and junior design staff for the network's many television channels, including *CityTV*, *MuchMusic*, *MuchMoreMusic*, *FashionTelevision*, *StarTV*, *Space* and *Bravo!* and earned a lead print-designer role.

Lead designer for several national indoor/outdoor network programming campaigns, including city billboards, transit wraps (subway, bus), transit shelter posters and newspaper advertorials.

Storyboarded various broadcast graphics (bumpers, lower thirds, corner bugs) for several network channels, providing guidance to in-house animators and editors in the development of the graphics' animations.

Day-to-day duties included the creation of logos for new network programming, assorted collateral and several promotional print materials such as posters, postcards, brochures, P.O.P. displays, packaging and apparel. Also responsible for the design and production of various props to be used on-set.

Worked collaboratively with the network's interactive design team to ensure integration between the various programming and network channels was maintained through their website designs.

Redesigned *CityLine's* former *CityLine AXS Newsletter* into a high-quality, national magazine, covering everything from home decorating and fashion tips to quick at-home recipes. Revamp earned a 40 per cent readership increase, giving the *CityLine Magazine* over 1 million subscribers.

Assisted on the direction of various network photo shoots.

education

September 1997 to May 2000 – Toronto, Canada

George Brown College Graphic Design Program (Diploma)

professional development

2011 Screenprinting workshop, Blim Gallery

2009-2011 Pecha Kucha series #5-15, Vancouver Canada

2010 Writing Children's Book workshop, University of British Columbia

2009 London Design Festival, London UK

2009 Justified West Typography conference, Langara College

2009 Food and Travel Writing, University of British Columbia

2008 Sock Monkey workshop, Blim Gallery

2008 Cheese Making workshop, University of British Columbia

2005 Design Thinkers conference, RGD Ontario

2005 Travel Photography, Ryerson University

2004 Black & White Photography, Living Arts Centre

software proficiency

Adobe Illustrator

Adobe Photoshop

Adobe In Design

QuarkXpress

After Effects

Final Cut Pro

iPhoto

Adobe Acrobat Professional

Microsoft Office

Entourage

Mac OS X

online presence

Portfolio website at melaniekimmnett.com

Personal blog at melaniekimmnett.com/blog

Participating member of [Pinterest](https://www.pinterest.com) since 2011

Participating member of [Dribbble.com](https://www.dribbble.com) since 2010

Active [LinkedIn.com](https://www.linkedin.com) member since 2009

Avid Twitter user since 2009 at [Twitter.com/MelanieKimmnett](https://twitter.com/MelanieKimmnett)

Active Facebook user since 2006 at [Facebook.com/melaniekimmnett](https://www.facebook.com/melaniekimmnett)

Avid Flickr member since 2006 at [Flickr.com/photos/melkimmnett12](https://www.flickr.com/photos/melkimmnett12)

From 2005 to 2006 contributed to daily-updated and award-winning Toronto urban blog, torontoist.com

references

Available upon request