

design by salandra

design for print & electronic media



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www.artznetwork.com

[Selected Achievements]

Created numerous print and web campaigns for local and international companies. This included design, production and coordination with marketing teams both locally and abroad. Projects ranged from corporate websites, sales and marketing literature and advertising to technical documents, white papers and newsletters.

Received finalist status in the 1999 Canadian Women in New Media Awards. These awards recognize the accomplishments of individual women in the new media industry in Canada.

Developed and coordinated all aspects of a comprehensive corporate web site for Centrepoint Technologies, Inc. - an Ottawa-based IT firm. This included the design, concept and content development, and coordination of information and contributions from a variety of sources. The Centrepoint site incorporates all the latest web features, including an interactive Shockwave Flash interface. The web site has been widely acclaimed and has proven to be an invaluable resource for the company in terms of press, channel reseller, partner and customer communications.

Directed the design image and the consistent 'look & feel' of a broad array of Centrepoint marketing and sales collateral materials including: corporate and product brochures, newsletters, direct mail pieces, comprehensive press kits, trade show materials and advertising content for magazines, newspapers and catalogues.

Developed and launched a North America-wide online reseller campaign for Centrepoint's products. This included the research into and targeting of appropriate reseller venues; the development of an official reseller support program; and the promotion and maintenance of the program once it was launched. Collaborated as part of the award-winning team that created 'Echo Lake' for Delrina. 'Echo Lake' has been hailed by critics for its innovative and appealing design. Among several honours, this consumer-oriented CD ROM won a Digital Media Award for design and industry innovation.

Developed 'Try Tercel' for Toyota USA, a direct-marketing diskette that was distributed in response to an info-commercial. After the first airing, over 40 thousand requests were logged for the diskette - a record response for Toyota. 'Try Tercel' won one of the highest honours in the multimedia industry - the New Media Award for design and functionality.

Created, directed and produced the re-design of the 'Canadian Encyclopedia Plus' for McClelland & Stewart. The final product was awarded a Financial Post Design Effectiveness Award.

Contributed to the design and development of the 'Grievous Angels' Deluxe CD ROM. A mixture of musical and rich interactive content, this CD ROM explored the subject of mining in Northern Ontario. It garnered a New York Short Film Festival Award.

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[Education]

Graphic Design Diploma & Computer Graphics Certificate
Sheridan College, Oakville, Ontario

Ontario Secondary High School Diploma
Merviale High School, Nepean, Ontario

*Received the Silver Anniversary Bursary upon graduation for contribution to school and activities.

[Professional Skills]

- Expert skills on both PC and Mac design software including; Illustrator, Photoshop, InDesign, PageMaker, GoLive, Dreamweaver, Acrobat, Quark Xpress, Freehand, Flash, and Director
- Solid troubleshooting experience
- Knowledgeable in all internet protocols, new technologies and programming languages for the internet
- General software skills: MS Office Suite (Word, Excel, Access, Powerpoint, Scheduler etc.)
- Resource allocations as pertaining to printed materials, website development and marketing campaigns

[Professional Development]

- Extensive art programs including sketching, painting and pottery
- Ongoing research and exploration into the latest technologies and tools pertinent to my profession

[Personal]

- New mother
- Avid traveler with yen for different cultures
- Instructor of children's art classes at Nepean Visual Arts Centre
- Certified Scuba Diver

[Portfolio]

- Full portfolio available upon request
- Preview available at www.artznetwork.com

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[Selected Clients & Links]

+ ACE*COMM Corporation	www.acecomm.com
+ the Cabot Chef	www.cabotchef.ca
+ Century 21 Macintyre	www.C21macintyre.com
+ DM Solutions Group	www.dmsolutions.ca
+ Doyletech Corporation	www.doyletechcorp.com
+ Group Works Leadership Insitutie	www.group-works.com
+ Interstar Technologies	www.faxserver.com
+ Keystep Incorporated	www.keystep.com
+ Overbrook-Frobes Community Resource Centre	www.ofcfc.org
+ Planned Parenthood	www.ppfcc.ca/ppfc/toolkit/
+ Precision Landscape Group Incorporated	www.precisiongroup.ca
+ Rosemary Leach	www.rosemaryleach.com

For a complete list of clients and samples on print and new media work please visit www.artznetwork.com