

CONTACT

cofarrell@duodesigns.ca
www.duodesigns.ca

+1 (403) 827-2782
cofarrell@duodesigns.ca
Cochrane, AB

EDUCATION

Integrated Digital Media Certificate

University of Calgary
Continuing Education
Calgary, AB
June 2023

Accounting and Payroll Administration Diploma

CDI College
Calgary, AB
December 2014

Marketing Certificate

University of Calgary
Continuing Education
Calgary, AB
June 2004

Bachelor of Science in Graphic Design

Drexel University
Philadelphia, PA
June 1992

PROFILE

As a highly skilled and experienced digital/graphic designer with over 30 years of expertise in the field, I am confident in my ability to deliver exceptional visual solutions for a wide range of clients. With a keen eye for detail and a passion for creating innovative designs, I have exceeded expectations throughout my career.

TECHNICAL SKILLS

- Advance skills of Adobe Creative Suite (InDesign, Illustrator, and Photoshop), QuarkXPress, and MS Office software.
- Experience in marketing/advertising.
- Familiar with WordPress, HTML and CSS.
- Improving skills in SEO, UX and FIGMA.

INDIVIDUAL STRENGTHS

- Excellent organizational skills with a high level of attention to detail.
- Able to co-ordinate a high volume of diverse projects.
- Proven adaptability to perform effectively under deadline-driven environments.
- Professional demeanor with a positive attitude.

PROFESSIONAL EXPERIENCE

Duo Designs | 2022 - Present
Digital Designer, Calgary AB

- On-time and on-budget design work.
- Clear and concise communication throughout the project.
- Keen eye for detail and understanding what the client wants.

Semi-retired | May 2016 - 2020

University of Calgary, Continuing Education. Finishing Integrated Digital Media Certificate. Traveled. Volunteer with 4:13 Therapeutic Riding Association. Deputy Returning Officer for two provincial elections. COVID-19 happened. Cashier at Walmart for 2 years.

Remittance Analyst | May 2015 - 2016
FT Services, Calgary AB

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INTERESTS

Hiking
Cooking
Traveling
Volunteering

REFERENCES

Upon request.

PROFESSIONAL EXPERIENCE

Production Manager | Nov 2012 - Feb 2014
TAG Advertising, Calgary AB

- Create cost estimates with printers and communicate with clients.
- Liaise with clients to finalize scope of work to firm up cost quotation.
- Supervise and distribute work according to importance to meet deadlines.

Freelance Graphic Designer | Jan 1999 - Jun 2018
Calgary AB

- Responsible for design and/or production on jobs such as corporate annual and quarterly reports, magazines, marketing brochures, ads, inserts, posters, calendars, business cards.
- Clients: LPI Communications Group, Merlin Edge Strategic Marketing/Corporate Communications, Yellow Pages, The Gorbachev Foundation; the Central American Water Resource Management Network and the Canadian Bacterial Diseases Network, University of Calgary
- Design and production on the following books: *Stele of Several Ladies* by Stuart Ian McKay and *Seazoom* by Vivian Hansen.

Graphic Designer | Jan 2008 - Sept 2010
University of Calgary, Faculty of Kinesiology, Calgary AB

- Responsible for production of the various Program Guides as well as any collateral material for the faculty.
- Design advertising and communication to promote various events at the faculty.

Graphic Designer/Supervisor | Sept 1999 - Aug 2005
University of Calgary, Continuing Education, Calgary AB

- Responsible for the production of the Program Guide.
- Design and production of flyers, brochures and posters.
- Provided leadership in the area of creative design for print and multimedia.
- CAUCE Award winner 2005 for the layout for the tabloid piece.
- Photoshop 2002 award runner up for cover of a computer program guide.

Graphic Artist | Sept 1998 - Sept 1999
Fieldstone Marketing & Communications Ltd., Calgary AB

- Worked for clients such as AgrEvo, Anne Murphy, Beef Information Centre, Growing Alberta, Meyers Norris Penny, Royal Bank in preparing materials for printing.