

# ALAN JOSON

Provisional RGD

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www.alanjoson.com

I am seeking an opportunity that will capitalise on my unique combination of skills in creative design, marketing and communication.

I am a multi-disciplinary designer with experience in editorial and print design; photography and art direction; and who is passionate about the quality of design and effective communications.

In addition my experience has given me a unique perspective and broader understanding of what is vital to maintaining positive work relationships while simultaneously meeting and exceeding client expectations.

## AFFILIATIONS

Association of Registered Graphic Designers (RGD)

Advertising & Design Club of Canada (ADCC)

## SOFTWARE

PLATFORMS  

ADOBE    

MS OFFICE    

SOCIAL MEDIA    

  

MISCELLANEOUS    

- Independent entrepreneur with over a decade of diverse graphic design experience
- Award-winning print and web designer
- Driven by a conviction of continuous self-improvement
- Strong graphic design sense and exceptional attention to detail
- Prepress/pre-flight experience
- Web development and maintenance skills

## EXPERIENCE

### ONTARIO COLLEGE OF TRADES

Graphics & Communications Coordinator

May 2016 to present

- Designed the award-winning quarterly member's magazine *Trades Today*.
- Conceptualised and executed all print and digital assets for the *Be Part of the Action* campaign (a partnership with TIFF 2017). Includes transit and OOH ads, video assets, and street activation collateral.
- Created the brand identity for the *#SkillingIt* campaign (a partnership with Skills Ontario). Includes newspaper and digital ads, video assets, and event activation materials.

### DENNIS JASON CREATIVE

Principal/Graphic Designer

March 2014 to present

- Clients include Access Alliance, Victoria University (University of Toronto), The Company Theatre, George Brown College, Humber College, Interior Designers of Canada.

### GEORGE BROWN COLLEGE (Academic & Student Affairs Division)

Design & Media Specialist

August 2014 to May 2016

- Designed the branding and photographed the portraits for the *Connect to the Heart of GBC* campaign. The campaign was a platform for George Brown College staff and students to tell their reasons why they are part of the GBC community.

### GEORGE BROWN COLLEGE (Community Partnerships Office)

Communications, Design & Marketing Support

December 2012 to August 2014

### OXYGEN DESIGN AGENCY

Graphic Design Intern

August 2012 to September 2012

### MORE MAGAZINE

Art Intern (Graphic Design)

May 2012 to August 2012

## EDUCATION

### HUMBER POLYTECHNIC INSTITUTE

Advertising & Graphic Design Diploma

Graduated 2012 with Honours

### RYERSON UNIVERSITY

Photography Studies Certificate

Graduated 2008

### ONTARIO COLLEGE OF ART & DESIGN

Foundation Studies Diploma Graphic Design

Graduated 1998

## AWARDS

### IABC GOLD QUILL 2016 & 2017

- Merit award for *Trades Today* magazine

### MARCOM AWARDS 2017

- Gold award for *Trades Today* magazine & *Earn While You Learn* youth website
- Platinum award for the *Make Your Mark* video campaign
- Honourable mention for the *Skilled Trades 150* campaign