

David Littlefield

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Portfolio:

<http://www.littlefield.ca>

RESUME

OVERVIEW:

Highly proficient web and graphic designer, photographer, illustrator with strong conceptual, design, typography, production, pre-press and web design skills. Fluent with both Mac and Windows operating systems. Well versed in the latest graphic design methods, practices, techniques, and associated principles. Strong knowledge of commercial printing, and publishing procedures and standards. Expert skill level using Creative Suite software, Illustrator, Photoshop, InDesign, MS Word, Powerpoint, Excel, Acrobat, Dreamweaver, Fireworks, and Flash. Advanced knowledge of Web Design Processes and Best Practices, including Image Optimization, UI/UX, Information Design, Competitive Analysis, Wire Framing, and Content Management Systems. Skilled writing Web Standards Compliant HTML5 and CSS3, JavaScript, jQuery, Ajax and PHP coding. Especially organized, with a friendly disposition, David has excellent time management as well as, superb written and oral communication skills.

EDUCATION:

Humber College – Graphic Design

Academy of Learning College – Web Design

Sessions College of Professional Design – Web Design

EXPERIENCE:

Littlefield Creative Inc., Hamilton, Ontario Web Designer and Senior Graphic Designer

January 2013 – Present

A web design and graphic design company providing freelance Web and Graphic Design services to various clients for user Interface Design, Web Design, Visual design, Graphic Design, Print Design and Signage Projects. David has over 20 years of experience as a Senior Graphic Designer producing creative print graphics for advertising agencies and corporations. Also during this time, David has upgraded and honed his existing Profession Graphic Design skills to include Web Design at the Academy of Learning and Sessions College of Professional Design. While attending and studying at these learning institutions, David has gained comprehensive knowledge and hands on experience with Information Design, Competitive Analysis, UX, UI, Visual Design, and created Standards Compliant Web Design.

United Van Lines (Canada), Mississauga, Ontario Senior Graphic Designer - Contract position

March 2012 – December 2012

Working within the marketing department, David designed PowerPoint presentations, marketing printed materials and displays for corporate conventions. He designed and produced corporate brochures and collateral materials for the UVL franchises following corporate graphic standards, produced the UVL corporate graphic standards manual for logo usage, UVL vehicle graphics, magazine ads, marketing program logos, signage and produced banners for websites, Twitter and Facebook. David requested printing quotes and contracted outside printers. He also organized, filed and archived completed design projects.

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**Losani Homes, Hamilton, ON
Senior Graphic Designer**

September 2006 - January 2012

For this builder and developer of large new home communities, David designed and produced web graphics, advertising campaigns, newspaper and corporate magazine ads, brochures, direct mail, displays, sales center designs, banners, signage, large format billboards, corporate newsletters, logos, powerpoint presentations and website design. He produced illustrations and photography as well as Photoshop retouching of the photos. He was also an in-house photographer showcasing the decorated model homes inside and out, compiled competitive quotes from outside vendors and acted as an in-house print broker and purchased from and directed outside service providers. David created television commercials to air on CHCH TV and he provided promotional writing for the ads and brochures that he produced. David created and maintained the image and brand of Losani Homes in all forms of visual marketing and advertising during his tenure.

**The Seppi Group, Toronto ON
Senior Graphic Designer**

2004 - 2006

Specializing in builder/developer, condominium and new home marketing, David created concepts and produced graphic design for advertising print campaigns including final pre-press for magazine and newspaper ads, direct mail, brochures and inserts, logos, signage and displays.

**Partnership Marketing, Markham, ON
Senior Graphic Designer**

2001 - 2004

For this medium sized advertising agency specializing in builder and new home marketing, David produced graphic design for advertising print campaigns including final pre-press for magazine and newspaper ads, direct mail, brochures and inserts, logos, signage and displays.

**Watt International Inc. Toronto, ON
Senior Graphic Designer - Contract Position**

2000 - 2001

An agency specializing in package design, David developed design concepts for various packaging projects through to final production. Package design projects included; Brava brand beer label and cartons (currently the Beer Stores leading selling brand), Cott Beverages, First Choice brand grated parmesan cheese, jam and yogurt. Produced final illustrations, production artwork and directed the photography of the product.

**Poirier and Brightling Advertising Ltd., Toronto, ON
Graphic Designer**

1998 - 2000

For this advertising agency specializing in builder/developer, condominium and new home marketing, David produced graphic design to final pre-press production of advertising and marketing campaigns, including magazine and newspaper ads, direct mail, brochures, logos, signage and displays, produced final illustrations, researched, selected and purchased stock photography, directed illustrators and art directed the photography and production staff.

Professional and Personal References: Available upon request.