

Paul De La Merced

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416 559 9578

QUALIFICATIONS

GRAPHIC DESIGN – Keen attention to detail and creative rich user experiences

ART DIRECTION – Ability to conceptualize “out of the box” ideas under pressure

MOTION DESIGN – An eye for mind blowing visual experiences

EXPERIENCE

Motion and Graphic Designer, Publicis Modem

111 Queen Street East, 2008 - Present

With a background in Multimedia Design and Creative Advertising, I have been able to bring the technical skills to make exceptionally engaging ideas come to life. I have worked on several online campaigns from ideation to design production. In addition, I have also worked on several pitch work and high level agency projects.

Studio Designer, Organic

360 Adelaide Street West 2008 - 2008

As a contract Studio Designer, my role was to design and produce engaging Flash banners and mastheads for Bank of America and Chrysler accounts.

Lead Designer, TakingITGlobal

19 Duncan Street, Suite 505 2005 - 2008

As the lead designer at TakingITGlobal, I have had the opportunity to work on several projects which called upon my skills in video, web, and print. This included creating a 30 second commercial, annual reports, posters, magazines, brochures, dvd authoring, video editing, Flash games and web design.

AWARDS

Runner Up & People`s Choice award.

Sourz Design School Challenge, 2007

Our own-able brand idea, `Pucker Up` took home two awards in the Sourz Competition: 2nd place and people`s choice award. It was a real life pitch and presentation to media and marketing executives from Beam Global Spirits & Wine and the ad agency Publicis.

<http://www.newswire.ca/fr/releases/archive/April2008/11/c4747.html>

<http://www.mediaincanada.com/articles/mic/20080411/sourz.html>

<http://www.marketingmag.ca/daily/20080414/national2.html>

EDUCATION

Humber College, Toronto (2005-2008)

Creative Advertising BFA

Humber College, Toronto (2003-2005)

Multimedia Design and Production Technician

SKILLS

- Creative Suite Master Collection and Production Suite,
- *Photoshop* *Illustrator*
- *Premiere Pro* *After Effects*
- *Dreamweaver* *InDesign*
- *Encore* *Flash*