

# JANICE ROBERTS

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## FREELANCE GRAPHIC DESIGNER / ART DIRECTOR

Experienced in marketing and advertising, I look at the big picture. With a strong eye for detail and adherence to tight deadlines, I offer project management from initial idea to completion, working in a Mac-based environment. I am a great communicator and skilled designer working with clients, creatives, developers and printers to deliver a strong vision.

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## WORK EXPERIENCE

### Indigo Design

Toronto, Ontario

1994-Present

Art Director

Graphic Designer

Owner

Design and production of projects from initial thumbnails to completion. Range of work includes newspaper and magazine ads, brochures, invitations, posters, direct mail, packaging, e-mail marketing, POP display, trade show display, newsletters, magazine editorial and web design. Designing on a Mac using Adobe CS in a fully equipped studio.

Highlights: working remotely with marketing and communications teams to build out and maintain brand standards • Winning contract to design LCBO Supply Chain newsletter 2007-2011 • Designing Your Solar Home logo, and branding for SolarSheat products • Designer for all collateral and an integral part of team for Audience Events & Communication HR Progression Program 2014

Clients (past & present): LCBO, Audience Communication & Events, Shift Facilitation, Advantage Travel, Reliable Life Insurance (Old Republic), Exclusive Tours (Merit), Your Solar Home (renewable energy), the State of Texas, the State of North Carolina, Coach Canada, Canada 3000, The Guild of Canadian Film Composers and Solutions In Computing Inc. (Apple dealership).

### MAD Marketing & Design

Toronto, Ontario

1994-1997

Graphic Designer,

Freelance

Marketing and design studio specializing in POS and direct mail. Taking art director's concept to finished art. Involved in creating artwork for brochures, pamphlets, ad pads, ads, packaging, in-store POS and display.

Clients: Lipton (herbal tea), S.C. Johnson, The Fund Library, Best Foods (Hellmann's), Vogue Bra.

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## OTHER STUDIO EXPERIENCE OF NOTE

### Anno Domini Inc.

Toronto, Ontario

Graphic Designer

Graphic Designer for design and advertising studio specializing in corporate identity and multimedia. Working on idea/concept for clients in areas of print and multimedia. Provided graphic design solutions for assigned projects, with production of files for print or multimedia. Involved in creating corporate ID packages, brochures, advertising, trade show booths and multi/interactive media.

Clients: Coopers & Lybrand, CP Rail Systems, Royal Bank, Financial Post, Compusearch.

### Pyxilus

Communications

Toronto, Ontario

Art Director

Art Director for promotional marketing agency specializing in POP. Responsible for idea generation/concept development for assigned sales promotion programs and collateral advertising materials. Art directed creative solutions for assigned projects along with production of artwork files for printing. Involved in creating posters, pole signs, tent cards, ad pads, print ads, coupons and banners.

Clients included: Coca-Cola Ltd., Molson Breweries, Proctor & Gamble.

Adfactor Inc.  
Toronto, Ontario  
Graphic Designer

Graphic Designer & Production Assistant in design studio specializing in the design and printing of full colour postcards and other collateral. Involved in the designing of postcards, direct mail, CD artwork, brochures, posters, print ads, business cards & stationery, etc. Worked with clients concerning design, typesetting and colour scanning approval. Working knowledge of four colour printing, film stripping & proofing. Computer and conventional paste-up & assembly.

Clients included: YTV, CIBC, Polygram, MuchMusic, Toronto Argonauts, CBC.

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## EDUCATION

Ryerson Polytechnical  
University  
Toronto, Ontario  
Class of 1990

Bachelor of Applied Arts in Fashion

Major – Visual Communication

Concentration in graphic design, computer design, illustration and marketing.

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## SKILLS

Adobe Creative Suite: InDesign, Photoshop, Illustrator & Acrobat Professional | QuarkXpress | Microsoft Office

Press checks with various types of printers. Typesetting and layout. Pre-press. Designing optimized web graphics. Custom dielines. Copy editing.

Squarespace, Joomla, WordPress, MailChimp

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## REFERENCES AVAILABLE UPON REQUEST

“Janice was the designer of our award-winning Buckaroo Buck\$ campaign for Texas, as well as the inflight magazine for many years for CANADA 3000 Airlines. In addition, she has worked for us on all of our various tourism accounts including Pennsylvania, St. Maarten, North Carolina, etc.

I have always found Janice to provide excellence in creative design, an in-depth understanding of the production and online process that has saved us time and money as we move to the final printed or online creative piece. She quickly understands what the job requires and then runs with it, delivering a project that is on-time and on-budget. I would highly recommend Janice to anyone who is seeking great creative.”

– Susan Melnyk, President, Melaine Communications Group