

Anthony Swaneveld

Strategically-minded Designer, Director & Doer
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Things that I like to do

Inspire creative teams in a friendly way, nail concepts under tight yet reasonable deadlines, lead large presentations to nice clients, make award-winning work but not submit it, brainstorm big picture concepts that are both amazing and practical, wordsmith, sketch out ideas, mentor great talent, drink coffee, challenge myself to do things I'm not used to.

Experience

DESIGN DIRECTOR, JACKMAN

— 2012-2016

From private brand family overhauls to complete retail strategy and design reinventions. Worked in collaboration with multiple departments (MC, research, strategy, store, digital) and the executive members on projects large and small, often under rapid timelines.

DESIGN DIRECTOR, THE INN

& THE PRODUCTION KITCHEN — 2009-2012

As one of the principal creative leads for both companies, led projects and worked with a team of designers & creators on a variety of work, from technical to conceptual. Also helped conceive & launch Public Office, a semi-permanent pop-up shop for design ephemera, art and exhibits.

PRINCIPAL, SANDWICH CREATIVE

— 2006-PRESENT

A small studio created for awesome projects that help to keep me fresh & inspired. Ranging from editorial & book cover design to art & illustration.

ART DIRECTOR, SOULPEPPER THEATRE

— 2006-2012

Working with the executive & artistic director (along with all departments), led all creative execution from editorial brochures to seasonal poster campaigns. Collaborated closely with both well-know or up-and-coming illustrators and artists from the global art community. Led creative curation for several art initiatives in the Distillery District during festivals (including Luminato's first years).

Education

OCAD — Graphic Design, 2006

Trent University (1st year UWO, 4th year Liverpool)

— Ba (honours) Cultural Studies, 2001

Verbs

Art directing, designing, typing, parenting, reno-ing, bicycling, swimming.