



CORE COMPETENCIES

GRAPHIC DESIGN PHILOSOPHY

To offer my clients clean, clear design that integrates their individual business objectives and brand integrity.

STRATEGIC

- translating business objectives into effective visual communications
results: better return on design investment
- integration of brand strategy into visual communication and digital application
results: cohesive style of communications regardless of application
- cross group work with operations and sales divisions
results: better understanding of departmental needs and more collaborative design experience
- best visual needs for new media as well as collateral and web
results: better targeted visuals/material and clearer communications

CREATIVE

- strong layout skills for print, web, signage and comprehensive ad campaigns
- pre-design conception and articulation
- illustration and drafting both by hand and computer
- creative copy
- artwork for pitching and production
- fine art background and experience

TECHNICAL

Adobe Illustrator, Photoshop, QuarkXPress, InDesign, Dreamweaver; Web applications. (websites - e-blasts - social media)
file preparation, working pre-press knowledge.



M I C H A E L M O N I Z

WORK HISTORY

- Art Director/Sr Designer** 2007-present **h m w v Advertising (in-house agency for Liverton properties & restaurants).**
Concept and design layouts for brand identity, ads, posters, trade books, brochures, collateral, direct mail, packaging, web and social media. Managing print material and heading design meetings.
- Graphic Designer** 2000-2006 **Liverton Hotels (Metropolitan Hotels, Senses Restaurant, Hemispheres Restaurant, Lai Wah Heen Restaurant, Lai Toh Heen, Diva at the Met,).**
Design layout for ads, posters, trade books, brochures, collateral, direct mail, retail packaging, and website design.
- Graphic Designer** 1999-2000 **Colour Innovations.**
Design layouts for ads, posters, booklets, brochures, pre-press file management POPs and packaging materials.
- Graphic Designer** 1997 - 1998 **Caterpillar Graphics.**
Design layouts for ads, booklets, brochures and packaging materials.
- 1997 **Telmet Design Associates.**
Co-op work term design position.

PERSONAL SKILLS

Highly dependable and hard working, dedicated and self reliant.
Strong type and layout skills with a great love of the conceptual process.
Excellent marker rendering and illustration abilities.

AUTHORED PUBLISHED WORKS

Wuzzyjump 2011 (simply read books publishing co).
Tristan, child of the Otherworld 2012 (silver knight publishing).
The boy and the whale 2013 (simply read books publishing co).
My little superhero 2013 (silver knight publishing).
available in bookstores and online

EDUCATION

- 1995 - 1998 Seneca College, School of Communication Arts.
Three year graphic design diploma.
- 1995 Chaminade College School, Ontario Secondary School Diploma.