

John Alabaszowski

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Objectives

I am currently seeking a senior level position where I can apply my design, strategic, communication and on-line branding skills to dynamic and innovative interactive projects in a positive and creative environment.

Employment History

Maclaren McCann

Sr. Art Director

April. 2004 - present

- Interactive concept development and Art Direction for regional and national integrated campaigns.
- Primary role as Interactive Art Director for brands including General Motors, Nestlé Canada, Intel, McNeil and Rogers Communications
- Responsibilities include creative direction and creative team lead, mentorship of designers and jr art directors, supervising graphics production and development, client presentations, direction of illustrators and photographers and maintaining overall design quality control.

Xorpix digital communications

Freelance interactive design

Sept. 2000 - present

- Responsible for all aspects of new media business from strategy and on-line business needs assessment, to creative direction, design and execution.
- Clients include Alliance Atlantis (Food TV, History Television, Showcase, BBC Kids) Creative Niche, Design Werke, iLogic, Pathways to Education, Anthem Design Works.

Infinet Communications (currently Elsevier)

Lead Designer

Dec. 2000 - Jan. 2003

- Concept development, layout and look and feel for medium and large scale web sites.
- Layout design, scoping, client presentations, liaison with technical team, documentation including creative briefs, design specs, and style guides.

digIT Interactive / nurun Inc

Designer

April 1999 - Nov. 2000

- Concept development, layout and look and feel for web sites and CD ROMs.
- Consultation on new technology and software.
- Basic Project management.

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Education

Ryerson Polytechnic University
Media Arts Program
Graduated B.A.A. New Media, April 1998

Areas of study included:

- New Media and information design.
- Animation and motion graphics.
- Photography, film and video production.
- Cultural Theory and art history.

Skills

- Strong business and marketing sense, and it's relation to effective design solutions.
- Excellent conceptual and strategic brainstorming skills.
- Strong presentation skills.
- Strong written and oral communication skills.
- Ability to lead and manage small creative teams.
- Experience in planning and conducting marketing and branding workshops.
- Diverse and flexible design style.
- Excellent design, colour and typography skills.
- Computer proficiency on Macintosh OS X and related software
- Photography & film production and direction.
- Multi track audio recording and music composition.
- Digital video production and editing.

Other

- Let's Go Chevrolet wins Adobe site of the day for March. 13, 2007
- 2005 International Nestlé Partner of Excellence Award
- Member of the marketing committee for the "Pathways to Education" program.
- Guest lecturer at Sheridan College
- Other interests include film and video production, photography, history, Pop culture, music, guitars Macintosh computers, cycling, and spending time with my 2 year old son.