

# NORM ROUSSEL

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## PROFESSIONAL EXPERIENCE

**Drive Creative Group** | London, Ontario | 03.2012–Present

### Digital Art Director

Aid in strategy, planning, estimating, execution and support. Guide coworkers on best practices for web UX/UI design, review digital design comps and lead client training on new web applications. Research new technologies and evaluate to discover potential usefulness to our clients.

Client experience: Canadian Kawasaki Motors, YP Inc., Ontario Equine Federation, Woman's Community House and LIHC.

**Response Generators** | London, Ontario | 03.2010–03.2012

### Art Director

Successfully created print and web solutions for a variety of local customers. Educated my coworkers and clients about creative strategy and tactical execution. Organized the studio to function better and be more profitable by introducing new account tracking methods.

**Caesars Windsor** | Windsor, Ontario | 05.2008–02.2010

### Senior Graphic Designer

Directed the advertising department in creating integrated campaigns to support Caesars Windsor's various outlets including restaurants, hotel, events, promotions, gaming and convention centre. The studio averaged over 90 jobs a month with a staff of 3 people. Managed and directed video production department including producing Caesars TV spots. Trained and oversaw new employees to the department.

**MC Group** | London, Ontario | 04.2001–05.2008

### Art Director

Created business-to-business communication pieces for clients while meeting their deadlines and budgetary requirements. Oversaw coworkers, photographers, printers, freelance designers and other vendors needed to complete jobs. Improved the creative department quality standards by creating an efficient workflow system. Aided the Creative Director with technical research and software installations. Created the company's intranet to improve internal communication.

Client experience: BASF Ag, Pfizer Animal Health, Petro-Canada, GDLS and Hancor.

## EDUCATION

**Fanshawe College** | London, Ontario | 09.96–05.99

Completed the program of Graphic Design.

## SKILLS

- Creative and art direction
- Typography
- Graphic design production
- Adobe Creative Suite/Cloud
- Copywriting
- Photography
- Creating storyboards
- Can code CSS, HTML, JQuery, LESS and SASS
- Experience with digital analytic platforms
- Knowledge of Slack, Trello and other communication applications
- Experience with multiple CMS'
- Can work on Windows and MAC operating systems

## REFERENCES

### Scott Hill

**Creative Director  
On Communications Inc.**

(519) 434-1365  
scott@oncommunication.ca

### Damien Box

**Owner/Creative Director  
Venture Cover Magazine.**

(519) 639-0582  
admin@damiabox.com

### Kerri Loudoun

**Project Manager  
Tenzig.**

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