

ARJAN HAAK

SENIOR GRAPHIC
DESIGNER

CONTACT

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EDUCATION

George Brown College,
Toronto, ON
**Graphic Design Fundamentals,
Certificate**
1998-1999

Sheridan College, Oakville, ON
**Applied Commercial
Photography Diploma**
1994-1996

Fanshawe College, London, ON
Visual Arts Diploma
1990-1993

PROFILE

As a Senior Graphic Designer, I have worked on a variety of print and online visual communications. Personable, hard-working and dependable. Desire to learn, succeed, and to mentor others. Thrives working in a team environment as well as independently.

- Collaborator with 15+ years of professional experience in graphic design, advertising and/or digital content production.
- Experience working as part of a marketing, brand, or creative team in an agency or internal environment
- Excellent graphic design production skills
- Excellent communication and content management skills
- Ability to work under tight deadlines, managing multiple priorities in a fast-paced environment
- Proficient use of Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Comfortable using Figma
- Comfortable using Microsoft Office

WORK EXPERIENCE

Freelance Graphic Designer, Priceville, ON
(2020-Current)

The pandemic made our family have to switch roles, so I took on the role of home school teacher and main care giver for our kids while my wife was able to continue with her career while I put mine on hold. I'm seeking to re-boot my career. Currently I've done freelance contracts (Production Designer/Designer) with **Response Innovations** (TD Bank, Tangerine, Purolator and Plan Canada) and **Forsman & Bodenfors** (Seneca College, OPG, LG) and more recently **Riverside Naturals** for their healthy snack brand MadeGood, back to school digital campaign.

Freelance Senior Production Designer, Response Innovations, Toronto, ON.
September 2019–March 2020

This was a full-time contract position. I was responsible for production design on TD Bank, Tangerine, Purolator and Plan Canada.

Freelance Graphic Designer, Puerto Escondido, Mexico
December 2017–August 2019

My family and I took a 1.5 year sabbatical to Mexico. The idea was not to work as much, and spend more time with our kids and give them an immersive cultural experience. During that time, my wife and I started an on-line business, **allisonvilla.com**, which offers self-help courses to couples with children. The focus is to help them keep their couple thriving after having kids. As a designer my role was to create an identity, and design web and print collateral. I also worked on freelance projects for **Public Office**, production design for Sonos (In-store signage) and Starbucks seasonal drinks campaign (Web banners and OOH) as well as **Tangible Words**, designing content for their inbound marketing products.

Senior Designer, Cheil Canada, Toronto, ON.
November 2014–December 2017

Developed campaign collateral for Samsung, including the launch of new devices, consumer electronics, in-store retail elements, social and digital items, digital banners and out-of-home creative. Created POP and experiential items, HPTO, sell sheets, style guides and brochures. Other clients included BMO, Yokohama Tires, Pizza Nova and Saint Elizabeth Health Care.

Senior Production Designer, Jackman Reinvents, Toronto, ON.
September 2013–September 2014

Walgreens, (Chicago's Wrigley Building location) drug and convenience retailer, enlisted Jackman to help define a clear brand purpose and aligned customer experience, reposition and refresh the brand. I was responsible for layout and preparing and delivering all final in-store signage and wayfinding graphics to vendors.

Freelance Graphic Designer/Production Artist, Toronto, ON.
September 2006–August 2013

Design and production of print media, including DM, POP, OHH (billboards, hoardings, transit shelters, banners, posters), packaging, magazine and newspaper ads, and other marketing collateral.

List of agencies included: Grip Limited, Constellation Brands, Ogilvy Mather, DentsuBos, Draft FCB, Rosetta, Leo Burnett, Oxford Properties, Invesco Trimark, Motum B2B Marketing, Quadrant Marketing, Thomson Reuters, Direct Antidote, The Production Kitchen and Jam Direct.

Designer, Redwood Custom Communications, Toronto, ON.
August 2002–February 2006

Style Ideas Magazine (The Home Depot) and Travel & More Magazine (AirMiles). Responsible for assisting Art Director with design and layout of departmental and feature sections of the magazines. Managed shot lists and art directed photo shoots for product pages and feature sections. Managed art work flow and organized digital files and film. Also responsible for colour proofing and pre-flighting files for reproduction.