

Résumé

Dwayne-mark Aranha • creative@thepedlar.ca • thePedlar.ca

Profile

- 32 years in the field of design (advertising, financial, multimedia, direct marketing, and other promotional/marketing applications). Input has ranged from concept stage to production.

Skills

- Taking a project from concept through production, with good knowledge of the process, a keen eye for design, and good turnaround.
- In-depth knowledge of design applications (Photoshop®, Illustrator®, InDesign®, Acrobat®), as well as familiarity with other Adobe® CC applications, and some HTML/CSS.
- Work both on- and off-site (OS X/Windows : Adobe® CC, Microsoft® 365); Epson® Perfection 4490 Photo Flatbed Scanner.

Experience

The following is a selection of some of the studios that I have worked with and a short description of the work:

- **Craib Design**
Design/production for Annual Reports, Sustainability Reports, and Corporate presentations.
- **Cossette**
Design/layout for promotions/advertising/packaging/collateral for McDonald's, Sick Kids Foundation, Walmart, Royal Canadian Mint, CAMH, Egg Farmers of Canada, Google.
- **Arrivals + Departures**
Design/layout for promotions/advertising for CAA, Skip the dishes, Easyhome.
- **Taxi Toronto**
Design/production for advertising/collateral for Rogers, Volkswagen, Canadian Tire, Audi, Telus, Covenant House, New York Life, Bombardier.
- **M&H Toronto (Sid Lee)**
Design/layout for promotions/advertising for Google Play, Miller Genuine Draft.
- **Trevor//Peter**
Design/layout for promotions/advertising for Red Bull, Stackt, Smirnoff, Captain Morgan, Brightside (ATB), Trevor//Peter corporate communications.
- **Hogarth Worldwide**
Design/layout for promotions/advertising for Telus, Dyson, Bose, Chico's, HSBC, Manulife, Sleeman's.
- **Young & Rubicam**
Design/layout for promotions/advertising/collateral for Ford/Lincoln/Jaguar/Land Rover, and Bank of Montréal.
- **M Marketing**
Design/layout for promotions/advertising/collateral for Visa, Sears, Moneris, CLAC.
- **Publicis**
Design/layout for advertising/collateral for WestJet, Rogers, Lennox, Labatt, Chrysler, Air Miles.
- **Taxi 2**
Design/production for advertising/collateral for Koodo Mobile, Dundee Wealth, BMW Mini.

Experience (continued)

- **Interbrand Canada**
Typesetting for Annual Reports.
- **Pareto Corporation**
Design/production for marketing/promotional material for Xerox Canada, Ford Canada, Apotex.
- **Office of the Auditor General of Ontario**
Layout/production for communications at the Office of the Auditor General of Ontario.
- **LCBO**
Design/production for in-house/store marketing/promotional material.
- **Education Quality and Accountability Office**
Testing and implementation of an automated document building system using Xtags, QuarkXpress and CMS.
Production for test & promotional material for the Ontario education system.
- **MacKenzie Financial**
Production art for annual reports.
- **Achilles Media Ltd.**
Design and production of signage for the Banff World Television Festival.
- **Wellington West Capital Inc.**
Application of new company brand standards to all communication and marketing material.
- **Downtown Partners DDB**
Design/production for promotional material for Budweiser/Bud Light, Prime Pubs.
- **GroundZero Marketing Communications**
Design/production for promotional material, including Moën, CIBC Run for the Cure, IMAX, among others.
- **Draft**
Design/production for Direct Mail and Promotional material.
- **Endeavour Marketing Communications**
Design/production for the Toronto International Film Festival.
- **Shoppers Drug Mart**
Design/production for in-store retail material.
- **Leapfrog Designed Communications**
Design/production for Annual Reports and related Website in English and Spanish.
- **Campbell Sheffield Design**
Design/production for Annual Reports and brochures etc.
- **The Marketing Store**
Design/production for marketing/advertising material for Nissan.
- **DDB Canada**
New Business Development Support – powerpoint presentations and multimedia pitches.
- **Rogers Media Publishing**
Design/layout for financial and healthcare periodicals and collateral.
- **Spencer Francey Peters**
Design/production of campaign collateral for Scotia Bank.

Experience (continued)

- **Capital C Communications**
Design/production of campaign pieces for Bell Canada, Pepsi.
- **Strateco**
Design/production of campaign pieces for Cadbury, Heinz, Fleecy, Colgate Palmolive.
- **Armstrong Partnership**
Design/production of promo pieces for Pepsi, Adams, Mastercard, Colgate Palmolive.
- **Anderson DDB**
Design/production of advertising collateral for Esso, Alesse, Premplus.
- **Simplified Communications**
Design/production of mutual fund prospectus for Clarica; Style guide for Royal Mutual Fund statements.
- **Taylor/Sprules Corporation**
Design/production of powerpoint pres., posters, banners, booth displays, brochures, ads, pocket folders, newsletter, display pedestal, and other collateral for Coventus Inc. participation in HITEC2000 tradeshow in Dallas, Texas; Packaging for Fantom vacuum cleaners; Signage, ads, door hanger, Binder for Arcitel; Ads, banners, in-house posters for NuWave Photonics.
- **L. A. Ads**
Design/production of ads for Holt Renfrew; Posters, counter displays, POP displays, ads, t-shirts, caps, trading cards, for Mary Brown; ads, billboards, sweatshirts, t-shirts, caps, flags, gym towels, jackets, for Waterclub Condominiums; Ads for Grand Touring Automobiles, Campaign concept for Yacht Club Condominiums.
- **Maclean Hunter Publishing**
Design/production of direct mail, advertising and promotional material for Maclean's, Chatelaine, Flare, Canadian Business, Profit, Châtelaine and L'actualité.
- **Orpin & Associates**
Design/production of publicity and promotional material for Style at Home magazine, CB commercial & Canada Lands, among others.

Education

- Bachelor of Fine Arts (Applied Art) with a specialization in illustration.

Website

- <https://thepedlar.ca>