

Heather Castles

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Skills & Experience

GRAPHIC DESIGN

- Software : Adobe Acrobat Professional 7.0, Adobe Illustrator CS2, Adobe InDesign CS2, Adobe Photoshop CS2, Barres Barcode Maker, Extensis Suitcase XI, Fetch 4.0.3, Font Doctor, Onyx, Quark Xpress 6.1, Mac & PC friendly
- Application of graphic designs include : logos, business cards, wine labels, brochures, catalogues, greeting cards, wedding invitations, video game packaging, dvd sleeves, manuals, letterhead, graphic standards guides, diagrams, flow charts, investor reports, sell sheets, promotional booklets
- Production design to create french and bilingual Video game packaging for new video games launching in Canada for all printed materials including dvd sleeves, manuals, and registration cards, for brands such as XBOX, PlayStation2, Gameboy, GameCube, X360, PSP, Nintendo Dual Screen, and more.
- Collaborated with translators to create designs in multiple languages (French, Korean, Chinese)
- Established efficient and friendly working relationships with clients and suppliers
- Cross-training coworkers on software, hardware, and workflow practices
- Prepress file preparation and imposition for offset and in-house digital print facilities
- Assist print room coordinator with maintaining printers, cutting, binding, troubleshooting printer connections to designer workstations
- Troubleshoot errors with file corruption, file transfers, creating pdfs, fonts, software, and digital printers when preparing files for printing
- Introduced graphic standards guide to solidify corporate branding of a multifaceted company
- Educate clients in a friendly way on creative ethics such as copyright
- Maintained Mac computer to reduce corrupt files, fonts, and system errors
- Work in an organized manner so that if needed colleagues can easily pick up the project from where it was left off
- Designed layout and floor plan of new print facility to accommodate an easy workflow
- Research target market by consulting with consumers
- Give and receive constructive input on design concepts and work practices

ILLUSTRATION

- Expert usage in multiple "old school" mediums, including : watercolor, oil, acrylic, oil pastel, conte, charcoal, ink, pencil and mixed medium
- Application of illustrations include : children's books, educational books, book covers, catalogue cover, spot illustrations, post cards, greeting cards, wedding invitations, logos, murals, portraits, brochures, signs and fine art commissions
- Digitally rework scans of original artwork to fit graphic application

GREETING CARD DESIGN

- Raised 30% of the profits in college fundraising campaign with a single card design
- Planned and balanced multiple greeting card product lines
- Initiated illustrating original artwork onsite at greeting card manufacturer
- Embellishment experience including unique folds, varnish, die cuts, foil stamping, embosses, and cup dies
- Original designs sold across Canada, USA and England
- Published in 11 greeting card lines

PROJECT MANAGEMENT

- Liaise with clients, web developers, illustrators, writers, printers on various projects
- Planned and balanced multiple product lines
- Assign tasks to web developers and designers to meet project deadlines
- Updating billing system with new skus
- Prepare new product launches for offset printing
- Update clients with reports on progress on various projects
- Write how-to guides for clients to easily learn how to use their web CMS
- Analyze work flow productivity to accurately bill clients by creating time sheets to track project involvement

Employment History

QUALITY ANALYST / PROJECT MANAGER / WEB DESIGNER / COPYWRITER

Good Dog Design (Adelaide, Australia)
July 2006 - Present

SENIOR GRAPHIC DESIGNER

Clients: Agetec, Atari, Bandai, Codemasters, D3 Publishers, Eidos, Koei, Lucas Arts, Midway, Namco, NCSoft, Sony Online Entertainment, Sony, Southpeak, Square Enix, Tecmo, XSeed.

Synergex Creative Services
July 2004 - February 2006

CREATIVE DIRECTOR

Northern Cards (Mississauga, Canada)
September 2003 - July 2004

GRAPHIC DESIGNER

Image Craft (Cambridge, Canada)
August 2002 - September 2003

Education

CAPILANO COLLEGE

Graphic Design & Illustration Program Diploma
September 1999 - April 2002

- Coordinated, initiated and participated in five class fundraisers which raised 35% of the class funds
- Graduated with a distinction
- Class Treasurer & Secretary

ALBERTA COLLEGE OF ART & DESIGN

Foundation Program
September 1998 - April 1999

Published Children's Books

ANNICK PRESS (CANADA)

"Bit by Bit" (ISBN : 155037907)

SCHOLASTIC EDUCATION CANADA

"Grade 2 Poetry" (4 illustrations in 2006 poetry collection)
"Grade 3 Poetry" (2 illustrations in 2006 poetry collection)
"Nine-One-One Quack!" (ISBN : 0779151771)

RUBICON PUBLISHING (CANADA)

"Ants Go Marching" (ISBN : 076642810-9)
"Because I Love You" (ISBN : 1554480663)

BARBOUR PUBLISHING (USA)

"Home for the Holidays" (ISBN : 1593101309)

SECOND STORY PRESS (CANADA)

"My Worstest Bestest Sleepover Party" (ISBN : 9781897187203)