[dg]

darrylgetchell

Creative Designer

Web Design | UI/UX | Graphic Design | Branding

darryl getchell

- 17 Dresser Lane
- Ancaster, Ontario
- darryl.f.getchell@gmail.com
- 647.631.8894

QUALIFICATIONS

- Advanced Diploma in Graphic Design, Certificate in Web Development and fourteen years industry work experience
- Proficient in Adobe CC (Photoshop/Illustrator), Figma, Wordpress, Salesforce, Sitecore, MS Office Suite
- Proficient in Responsive Web Design, Web Development UI/UX, Mobile App Design, HTML, CSS
- Ambitious, hard-working individual who adapts readily to new environments and situations
- Client service minded, with excellent interpersonal and communication skills

WORK EXPERIENCE

Mary Kay Cosmetics   2016 – Current
Web Designer
- Develop and maintain our public facing site (marykay.ca) and our Consultant site (InTouch) via Sitecore CMS
- Design, develop and execute email marketing campaigns (flash sales, product launches, journeys, event registration)
- Collaborate with multiple departments/teams to produce high quality, effective solutions in both English and French
- Implement UI/UX best practices
- Responsive Web Design

uMedias   2008 – Current
Freelance Design
- Responsive Web Design
- Implement UI/UX best practices
- Website design and development using current standards (HTML, CSS, Javascript) via Wordpress
- Design marketing material including corporate identities (logos, brochures, business cards, etc.) and advertising for
  clients such as Brad J. Realty, Lamb Dev Corp, PK Goaltending, BlueChip Leasing, CherryPic'd
- Create presentation decks that tie our creative to our strategy
- Consult with clients to determine design direction and needs, target market and budget

Target Directories Corp.   2012 – 2014
Creative Designer
- Create Responsive Website Interfaces geared toward User-Centered UX
- Consult with multiple development teams across IT divisions to improve UI and UX
- Expert knowledge of the UI design process throughout the development lifecycle including refinement, task flows,
  story boards, wireframes, mock-ups, and detailed design documentation
- Create UI/UX design consistency through collaborative communication
- Logo Design/Development through research, sketching, drafts and refinements
- Design muliple types of marketing material including PowerPoint presentations, business cards, promotional
  cards, magazine ads and trade show booths

darryl getchell

- 17 Dresser Lane
- Ancaster, Ontario
- darryl.f.getchell@gmail.com
- 647.631.8894

WORK EXPERIENCE (continued)

Nothers Signs & Recognition, London, Ontario   2010 – 2012
Graphic Designer
- Designed marketing and advertising material including banners, magazine ads, brochures, and business cards for clients such as Alzheimer Society, London FC, Special Olympics 2010, Strathroy Rockets Hockey Club
- Created signage and way-finding systems for clients such as the University of Guelph, Wilfrid Laurier, Hilroy Toronto, Special Olympics 2010, City of London
- Daily website updates and maintenance utilizing Joomla Content Management System
- Juggle multiple on-going assignments and plan accordingly to ensure deliverables are met

EDUCATION

User Experience for the Web (WebUX)   2014 – 2015
Open2Study.com - Open Universities Australia (OUA)
- Characteristics of User Experience Design, Usability, and User Centred Design
- User Interface Design - Interaction Design, Information Design, Visual Design
- Low Fidelity Wireframing, Mood Boards, User Stories
- User Testing Techniques

Web Development Certificate   2012 – 2013
George Brown College, Toronto Ontario
- HTML5, XHTML, HTML
- Cascading Style Sheets (CSS)
- Responsive Web Design
- Javascipt, JQuery

Advanced Graphic Design Diploma   2005 – 2009
Fanshawe College, London Ontario
Graphic Design 3 yrs / Arts and Science 1 yr
- Interactive Web Design (HTML, CSS)
- Digital Applications (Photoshop, Illustrator, InDesign)
- Design Advanced (Photoshop, Illustrator, Premier Pro, After Effects, Cinema 4D)
- Digital Illustration (Illustrator)
- Digital Masters (Photoshop)
- Colour Theory
- Typography
- Photography
- Business Marketing
- Business Communications

darryl getchell

- 17 Dresser Lane
- Ancaster, Ontario
- darryl.f.getchell@gmail.com
- 647.631.8894

INTERPERSONAL SKILLS

- Excellent communication skills
- Adapts well to a fast-paced environment
- Exceptional ability to work both independently and in a team environment
- Dynamic with natural leadership ability
- Posses strong work ethic: hardworking and reliable

REFERENCES

Available upon request