

PAUL EDWARD FLEMING



ABOUT

An accomplished award winning Art Director and Graphic Designer with over 20 years experience in the Advertising, Marketing, PR and Design industries. Working cross-platform from Digital, Print, Corporate ID projects to PR Campaigns to Shopper Marketing and On Premise consumer displays and interactions.

A quick study on customer insights that deliver memorable experiences to inspire and connect with the consumer no matter which touch point they arrive at. A creative thinker that is immersed in current market trends as well adept in the latest software.

Driven to exceed client marketing strategies and goals. Well organized and delivery oriented coupled with a keen eye for detail and a mindfulness for project time lines.

CONTACT

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- paul@pauledwardfleming.com
- www.pauledwardfleming.com
- behance.net/pauledwardfleming



Paul is the rare leader that can bring people together while still maintaining a passion for the work. His style is highly collaborative; he's more than happy to roll up his sleeves and get to the heart of a concept...

Greg Reese



EXPERIENCE

Independent. 2014 +

Creative/Art Director/Graphic Designer.
Producing dynamic stand alone and integrated cross-media campaigns for an all star mix of Advertising, Digital Design, PR, Retail and Marketing firms.

Momentum. 13 – 14

Managing Creative Director.
Leading overall Design/Art Direction of company brands. Producing Brochures, Tradeshow displays and booths plus Digital, Social & Mobile experiences.

Publicis. 10 – 12

Associate Creative Director.
Overseeing multiple clients' digital presence through social media & online advertising. Including PayPal, AirMiles, Keiths & Home Depot.

Organic. 08 – 10

Design Lead. Creative Director.
Overseeing Chrysler US online advertising. Also produced Art Direction and digital solutions for clients like Nike & Bank of America.

Draft FCB. 06 – 08

Associate Creative Director.
Delivery of web centric brand communications for Motorola's global online presence as well as TD Bank and SC Johnson.

Grey Worldwide. 05 – 06

Senior Art Director.
Creative leadership and development of global web initiatives for clients including BlackBerry, Pedigree, E*Trade & Dairy Queen.

Frank Ideas & Execution. 04 – 05

Partner/Creative Director/Art Director.
Development of intelligent, brand savvy on and offline marketing projects.

Red Communications. 02 – 05

Partner/Creative Director/Art Director.
Lead digital designer and art director.

Creative House. 95 – 02

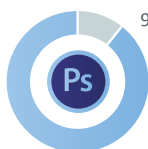
Senior Art Director.
Lead creative on a wide variety of brands.

EDUCATION

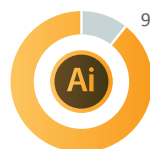
George Brown College, Toronto. *Advertising and Graphic Design.*
Three Year Advertising and Graphic Design Diploma. Graduated with honours.

Cardonald College, Glasgow. *One Year Commercial Art.*
One Year Commercial Art Diploma. Educated in the fundamentals of mass advertising, print design, layout and implementation.

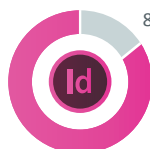
SOFTWARE (MAC OS)



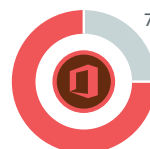
Photoshop



Illustrator



InDesign



Office

- Apple Keynote
- Adobe Acrobat
- Adobe UX CC
- InVision Studio
- Dreamweaver

SKILLS

- Graphic Design ★★★★★☆
- Art Direction ★★★★★☆
- Interface Design ★★★★★☆
- Typography ★★★★★☆
- Usability ★★★★★☆
- HTML/CSS ★★★★★☆

- Leadership ★★★★★☆
- Concepting & Ideation ★★★★★☆
- Social Media Strategies ★★★★★☆
- Client Relationship Mgmt ★★★★★☆
- Strategic Problem Solving ★★★★★☆
- Brand Communications ★★★★★☆