



PAUL EDWARD FLEMING

An industry professional with eighteen years hands-on design, creative direction and strategic communications experience in print and interactive based media with a demonstrated acumen for championing new ideas, projects and products through to fruition. A team leader with a high level proficiency in all of the standard software applications including Adobe CS6.0 as well as a solid understanding of database driven content management technologies and web development tools. An award winning understanding of graphic design, typography, information architecture, usability, technology and user experience design. Skilled technical proficiency in all facets of design, production, pre-press and print management and excellence in the planning and art direction of live production (photography, audio & video, talent sourcing etc.). Also includes management of writer and art director teams up to twenty two creatives.

CAPABILITIES

Art Direction
 Concepting & Ideation
 Brand Creation
 Social Media
 Typography
 Print Design & Production
 Flash Design Guru
 Interface Design
 Motion Design
 Information Architecture & Planning
 Usability Implementation & Testing
 Photographic Conception & Art Direction
 Strategic Planning
 Problem Solving
 Decision Making
 Oral & Written Communications
 Team Building & Leadership
 Time/Budget & Project Management
 Management of Client Expectations
 Web Setup & Maintenance

EXPERIENCE

13 **Momentum.**
Creative Director. Managing staff of 15 Art Directors, Writers, Designers, Flash Designers & Freelancers on Chrysler, Mercedes Benz, Shoppers, Amex & more.

10 - 12 **Publicis.**
Associate Creative Director. Overseeing multiple clients digital presence through social media & online advertising. Including PayPal, AirMiles, Keiths & Home Depot

08 - 10 **Organic.**
Creative Director. Team leader of 22 for Chrysler US online advertising. Also produced art direction/digital solutions for Nike & Bank of America.

06 - 08 **Draft FCB.**
Associate Creative Director. Delivery of web centric brand communications for Motorola's global online presence.

05 - 06 **Grey Worldwide.**
Senior Art Director. Creative leadership and development of global web initiatives for clients including BlackBerry, Pedigree, E*Trade & Dairy Queen.

02 - 05 **Red Communications.**
Creative Director/Art Director. Development of intelligent, brand savvy on and offline marketing projects.

94 - 02 **Creative House.**
Senior Art Director. Lead creative on major brands.

EDUCATION

91 - 94 **George Brown College. Toronto, Canada.**
 Three Year Advertising & Graphic Design Diploma. Graduated with Honours. Majored in Advertising, while focusing in marketing and graphic design.

85 - 86 **Cardonald College. Glasgow, Scotland.**
 One Year Commercial Art Diploma.

SOFTWARE

Mac OS Operating System
-
Adobe Illustrator
Adobe Photoshop
Adobe ImageReady
Adobe InDesign
Adobe Acrobat
-
Adobe Flash
Adobe Dreamweaver
Adobe Fireworks
-
Quark Express
-
Microsoft Office
Fetch FTP
Powerpoint
Keynote

INTERESTS

Technology
Photography
Travel
Fishing
Cycling

FEATURED WORK - BOOKS & MAGAZINES

Simple Web Sites - Rockport Publishing
Redesigning Web Sites - Rockport Publishing
Graphically Speaking - How Publishing
Minimal Design - How Publishing (UK)
Gateway to Canada (illustration) - Oxford University Press
Canada Innovates - Canada's New Media Trade Mission to Milan, Italy
Cre@te Online Magazine Three Times
IdN Magazine Review
1000 Favorite Websites - Taschen's

AWARDS & ACCOLADES

Ten Applied Arts Magazine Design Awards
"Designer of the Year" Finalist Canadian New Media Award (CNMA)
Three Baddeck New Media Festival Awards (Including the coveted Best of Show)
Six Macromedia Site of the Day Awards
Two Electronic link Magazine Design Awards
Two Flash in the Can Finalist Nominations

EXTRACURRICULAR

Chair - Graphic Design Program Advisory Board - George Brown College
Judge 2004 - 2007 Canadian New Media Awards
"Industry Expert" Panelist - Flash in the Can Events
"Industry Expert" Lecturer - TypeClub
"New Media" Lecturer - GBC
Permanent Exhibitor - Real Time Gallery - Distillery District
Showcased at Flash in T.O. Events
Showcased the past four years at the Toronto Speakeasy Events
Showcased at Pixel Gallery - BCE Place
Volunteer "School of Design"
Judge five years running - Flash in the Can Events

PLEASE VISIT WWW.PAULEDFLEEMING.COM TO VIEW EXAMPLES OF WORK.