



**April M Callow**  
*graphic design +  
marketing communications*

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## Expertise

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Professional work experience and extensive studies in graphic design, strategic marketing communications and project management

Strong understanding of design principles & best practices including a well developed sense of typography, colour theory, layout design, information architecture and file creation through file production

Advanced working knowledge with industry standard design software; Adobe CS and MAC OS

Fluency with current web design best practices and HTML/CMS/FTP

Proficiency in all Microsoft Office applications

Ability to multi-task, learn quickly and develop new skills

Talented, disciplined, hardworking, obsessively meticulous and organized

## Education

### Graphic Design Diploma

AI Vancouver (The Art Institute of Vancouver)

GRAD. 2009 Vancouver, British Columbia

### Business Administration Diploma

Marketing Major

SAIT (Southern Alberta Institute of Technology)

GRAD. 2006 Calgary, Alberta

## Employment

### Art Director | juice creative inc. (*full-time*)

march 2009 – october 2011 Logo and Identity Design, Conceptualizing Brand Support & Marketing Collateral, Advertising Campaigns, Environmental Design Solutions, Storyboarding for Multimedia projects, Assisting on various Photoshoots, Website Development, Experience working with Photographers, Illustrators, Consultants and Suppliers

### Design Intern | Velkro Creative (*internship*)

2008 File Management, Layout Design, Photo Editing & Image Resampling

### Marketing Coordinator | J&R Home Products (*full-time*)

2006 Program & Catalogue Development, Event Coordination

### Junior Marketing Assistant | RIS, Resource Information Systems Inc. (*internship*)

2005 – 2006 Business Development, Program Coordination, Event Management and Planning, Administration Duties

2003 – 2005 **Produce Department Manager** | Bragg Creek Family Foods (*full-time*)

est. 2002 **Custom Die-Cut Decal Service** | Manager/Owner/Operator (*small, home-based business*)

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References available upon request