

# CONNIE DOLSTRA

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## EXPERIENCE

### PIXEL CANDY FREELANCE

print & web designer  
09.08 • present

**CLIENTS** LG, Proctor & Gamble, Kraft, Dentists, Emmanuel Reformed Church

- created web sites for various clients using standards-based html, css, javascript (including cross-browser compatibility)
- designed and conceptualized various logos, brochures, magazines, eBlasts, ads & web sites
- produced materials under strict deadlines, meeting and often exceeding clients expectations

### CAPITAL C

art director  
10.05 • 09.08

**CLIENTS** Sunsilk, Dove, Bell, X-box, Pepsi, Doritos, Maple Leaf

- managed art direction of Dove, Sunsilk launch POS, Sunsilk ThermaShine POS and Sunsilk Colour boost POS including floor stands, pdq's, sell sheets, flyer ads, coupons and shelf talkers
- art directed and coordinated creative projects from initial concepts through to final production including photo shoots and commercials

### GEM GROUP

freelance  
art director  
04.04 • 10.05

**CLIENTS** Bell, Coca Cola, Fruitopia, Nestle, Lipton, Stella Artois, Leffe, Budweiser, Bud Light, TD, Purolator, CSHF

- provided art direction for the launch of Bell "Inside the Ropes" program from logo, linear concepts, photoshoots, ads through to web design
- responsible for strategic concept and design development for POS material
- designed promotional marketing materials including invites, posters, advertisements as well as the Budweiser Big Rig

### ALCON CANADA XEROX

graphic designer  
05.03 • 04.04

- worked with Alcon Canada's (eye pharmaceutical company) internal marketing department to create brochures, sales kits, invitations, POS, direct mail and advertisements
- was able to use my knowledge of anatomy from Nuclear Medicine to enhance artwork

### ZEBRA STUDIOS MRGL

FREELANCE  
graphic designer  
01.00 • 05.03

**CLIENTS** LCBO, CBC, Kraft, Dempsters, Nike, Cineplex Odeon, Natural White, Olympus, Tetra, Nature's Best, Villazon & Co.

- worked directly with client to develop packages, brochures, POS, illustrations, corporate identity and ad design
- participated in strategy sessions to identify client requirements, challenges and goals
- art directed, conceptualized, and presented ad campaigns

## EDUCATION

Durham College  
Graphic Design Diploma

## PROGRAMS

**PROFICIENT IN:**

- Photoshop
- Illustrator
- InDesign
- QuarkXpress
- HTML/ CSS
- some Flash