MIKE SHARPLES

SENIOR GRAPHIC DESIGNER / ART DIRECTOR

647-210-9254 | mikesharples88@gmail.com

www.mikesharples.ca

TECHNICAL SKILLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- XD / Figma
- Acrobat
- Office

SOFT SKILLS

Reliable
Teacher
Fun spirited
Team Player

INTERESTS

Design/Art
Music
Sports
Gaming

EDUCATION

GEORGE BROWN COLLEGE
2000 - 2003
Graphic Design Diploma
Majoring in Advertising
with honours

REFERENCES

Available upon request.

WORK EXPERIENCE

RETINA
2021 - PRESENT
- Worked on multiple pitch projects for clients eXp and Riskified
- Created various website and digital asset designs for clients eXp, ThermoFisher, and Talent Culture
- Jumped in and rescued previous poorly executed projects

ESP
2004 - 2021

ART DIRECTION: 2016 - 2021
- Led and mentored a small team of designers, developers, and video content creators
- Led in art direction, and design of various projects from start to finish to create compelling experiences across many advertising mediums from digital to video and email campaigns
- Collaborated with the management team to build out campaigns across all platforms

SENIOR LEVEL: 2008 - 2021
- Mentored and collaborated with junior graphic designer and web developer on various ads and website designs
- Created Google display and Facebook ads for various web campaigns
- Created various client logo designs
- Collaborated with account manager to create unique headlines for ad materials
- Led and collaborated with video editor to create custom web videos and animated banners

JUNIOR LEVEL: 2004 - 2008
- Collaborated with account manager and copywriter to create Newspaper ads, flyers, in-store promo materials, billboards, and T.V. commercial graphics
- Created logo designs, outdoor signage, vehicle wraps and various mockups for client pitches

LEADBOX
2010 - 2018

SENIOR GRAPHIC DESIGN & ART DIRECTION
- Collaborated with ownership to create and develop brand identity
- Mentored and collaborated with graphic designer and web developer on various website design projects
- Collaborated with ownership and web developer to build visual appearance and graphic elements for custom automotive software
- Created promotional videos and presentations