

Shannon * Patterson

116 - 20 Gothic Ave
Toronto, Ontario M6P 1T5
416.993.7334
shannonlee.patterson@gmail.com

* Objective

Leveraging over eight years of professional interactive and design experience, I welcome the opportunity to work in a progressive creative position where I can utilize my conceptual skills. Ideally, I'd like to contribute to an innovative design studio where unique challenges and continuous learning are part of everyday life.

* Qualifications

- Contribute to all stages of project development, from concept to execution and post-launch support
- Extensive professional web-design experience in a corporate environment
- Provide creative solutions within tight deadlines and demanding environments
- Excellent time management skills, highly organized, attention to detail
- Extensive experience working with aggressive Sales and Marketing campaigns
- Dedicated to keeping up with marketing, technology and design trends

* Professional Experience

Senior Web Designer – Alliance Atlantis/Canwest Media

July 2007 - Present

Responsible for leading creative on key web and multimedia projects like 'Project Runway Canada', HGTV, Food TV and How to Make Love to My Wife just to name a few. Currently involved in developing process solutions and strategy for ongoing project development.

Web Designer – Alliance Atlantis

January 2007 – July 2007

Responsible for the creative development of web and multimedia and illustrations for Alliance Atlantis properties

Designer – Canoe Inc.

June 2006 - Present

Design and Development of corporate internet and intranet sites, as well as ongoing maintenance and content updates. Worked with various departments throughout entire process.

Senior Designer - Kaboose Inc.

August 2005 - June 2006

Lead creative execution of sales and advertising collateral for print, presentation, and online projects. Worked with Sales and Production staff to provide creative concepts for both internal initiatives and client programs.

Senior Designer - marblemdia

September 2004 - September 2005

Lead style, concept, and branding for new projects like deafplanet.com www.deafplanet.com, sports village, and a pairing of swans. Instrumental in the development of creative concepts for new pitches. Mentored junior designers

Lead Promotions Designer, Interactive - Corus Entertainment

December 2003 – September 2004

Actively involved in all brainstorming meetings. Developing co-branded comps for YTV.com, CMTCANADA.com, and Wnetwork.com. Ongoing communication with account reps throughout project lifecycle. Mentoring creative direction of other interactive designers. Researching online activities with an emphasis on gaming.

Web Designer - Corus Entertainment

December 2000 - 2002

Design and Development of corporate internet and intranet sites, as well as ongoing maintenance and content updates. Worked with various departments throughout entire process.

Junior Designer - Marketspace

September 2000 - December 2000

Maintained web pages and designed badges and banners for www.msdc.com, www.chatelaine.com, and www.cheestrings.ca

* Education

JANUARY 2009 - APRIL 2009 RYERSON

Design Management II

JULY 2006 - COMPUTER HELP

Introduction to In Design (2 day course)

JAN 2004 - MARCH 2004 GEORGE BROWN COLLEGE

Introduction to Project Management

OCT. 1999 - JUNE 2000 INTERNATIONAL ACADEMY OF DESIGN

Obtained certificate in Digital Media Design

SEPT. 1995 - JUNE 1999 University of Guelph

Obtained BA in Fine Art

* Hobbies

Painting, drawing, reading, running, pilates, cooking, online and console gaming, member of Flash Goddess T.O.

* Awards

Silver - 2004 PROMAX Awards - Broadcast Website (YTV.com) Designer

Runner up - 2005 NHK Japan Prize - Educational Website (deafplanet.com) Designer

Juried Art Award 1999 – 10th place – University of Guelph

* References

Available upon request