



## PAUL EDWARD FLEMING

---

An industry professional with fifteen 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 CS4 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).

### CAPABILITIES

---

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

### EXPERIENCE

---

08 - **Organic.**  
**Creative Director.** Client relations, conceptual thinking and creative leadership with team of up to 18 (art directors, copywriters and flash programmers) for Chrysler CLLC, Nike and Bank of America.

06 - 08 **Draft FCB.**  
**Associate Creative Director.** Delivery of web centric brand communications for Motorola's global online presence, TD Canada Trust and SC Johnson.

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.** Development of intelligent, brand savvy on and offline marketing projects. Working one on one with clients to help them create a unique positioning platform that speaks directly to their target audience.

94 - 02 **Creative House.**  
**Senior Art Director.** Team leader on all major accounts.

### EDUCATION

---

91 - 94 **George Brown College. Toronto, Canada.**  
**Three Year Advertising & Graphic Design Diploma.** Graduate with Honours. Majored in Advertising, Marketing and Graphic Design.

85 - 86 **Cardonald College. Glasgow, Scotland.**  
**One Year Commercial Art Diploma.** Educated in the fundamentals of mass advertising, print design, layout and implementation.

## 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  
BBEdit  
Powerpoint  
Keynote

## INTERESTS

---

Technology  
Photography  
Travel  
Fishing  
Cycling

## FEATURED WORK - BOOKS &amp; 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 &amp; ACCOLADES

---

Ten Applied Arts Magazine Design Awards  
2002 & 2003 "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 & 2005 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"

PLEASE VISIT [WWW.PAULEDFLEEMING.COM](http://WWW.PAULEDFLEEMING.COM) TO VIEW EXAMPLES OF WORK.

---