

CONTACT

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RAISING BARS
IN IMPACTFUL
VISUAL DESIGN
SINCE 2004

SKILLS

Adobe Creative Cloud

- Photoshop
- In Design
- Illustrator
- After Effects
- Premiere Pro
- Acrobat Pro

Microsoft

- PowerPoint
- Word
- Excel
- SharePoint

CMS Web

- Word Press/Drupal/Joomla
- Cascading Style Sheets
- HTML

More Skills

- Video Production
- SLR Photography
- 3D Studio Max
- Branding/Marketing
- UX Design



COLIN
ROEKE
GRAPHICDESIGN

EXPERIENCE

● Present

FREELANCE
Digital Designer **5 yrs**

- Currently creating marketing collateral, social media, exhibit design, illustrations and presentation visuals to many happy clients.

● 2015

PASON SYSTEMS INC. **6 yrs**
Graphic Designer

- Aggregated within a fast-paced communications team creating design solutions that leveraged market penetration via various mediums.
- High-level project management from conception to completion.
- Designed and proofed super clean user guides and training visuals.
- Cultivated engineer concepts creating impactful illustrations for convincing proposals helping win contracts.
- Partnered with UX team developing iconography, software interface experiences and equipment labels for rig environments.
- Key designer in brand development and brand identity supervision.
- Strategically designed and managed corporate website, and analytics.

● 2009

UNIVERSITY OF CALGARY
HUMAN PERFORMANCE LAB **5 yrs**
Digital Content Designer

- Conceptualized, designed and executed informational materials for conferences and department identity while showcasing research.
- Created technical illustrations, animations, video, photography, PowerPoint presentations, and research reports for faculty, students, public and media exhibiting research.
- Administration and design of department website using CMS.
- Created design strategies for media events, exhibits and marketing campaigns within communication teams.

EDUCATION **4 yrs**

● Ongoing

- New Media Production and Design, Diploma SAIT (GPA 3.7)
- Visual Communication
- Branding and Marketing Strategy
- Corporate Communication/Project Management
- SLR Photography, Video Production, Writing, and Post-production
- Interpersonal Communication

● 2000