

# Derek Webster

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**Profile:** An experienced graphic designer with a broad background in design for print, as well as marketing, copywriting, retail design and education. Extensive specialized experience in many fields including outside sales support, direct mail marketing and point-of-purchase displays.

**Career Objective:** An increasingly responsible and challenging creative position that will combine my graphic design skills and marketing experience, with the opportunity to move into an art direction and project management role.

**Degree:** **B.A. (Hons.) Design**  
**Glasgow School of Art, Glasgow, United Kingdom** **1994**

## Professional Experience

**November 2006-present** **Shoppers Drug Mart, Home Health Care Division**

Responsible for the design and coordination of all promotional material for Canada's largest chain of health care retail stores as well as design and marketing for the company's outside sales divisions.

- Able to multi-task and meet deadlines in a fast-paced environment of planned and sales-responsive promotions, while continuing the development of promotional literature consistent with Shoppers corporate branding.
- Selected to manage design and marketing for new Long Term Care and Rehab divisions, in addition to ongoing retail design responsibilities.
- Advanced proficiency with Illustrator, Photoshop, InDesign & Acrobat on both Mac & PC platforms (currently using CS3). Familiar with Quark, Dreamweaver, Flash & Fireworks. Fully proficient with MSOffice applications.
- Capable of sourcing the best production options and controlling project budgets.

## Other Key Projects & Accomplishments

### Direct Mail Marketing

Manages frequent, targeted direct mail marketing initiatives to up to 8000 professional contacts. Executes all stages, from initial concept, copywriting and design, to print, assembly and final distribution.

### Web

Working with Shoppers Drug Mart IT department to oversee the redesign of Shoppers Home Health Care website for a potential e-commerce relaunch this summer. Recently refreshed Dreamweaver, Flash & Fireworks skills in 2007 with a course at Ryerson University.

### Tradeshows

Liaises with exhibition companies for tradeshow booth display options and show logistics. Designs the display graphics and coordinates all aspects of show set-up, presenting a consistent corporate message at tradeshows across Canada.

## Freelance Projects

**Current** **Ape Records UK Ltd.**

### CD Cover & Packaging Design

Working directly with the band and the label management to design the cover and packaging contents for the new album by The Milk & Honey Band, due for release in multiple territories in January '09.

## **Previous Employment Experience**

**June 2004-  
October 2006**

### **Therapy Supplies & Rental Ltd Graphic Designer & Marketing Coordinator**

Therapy Supplies & Rental was an innovative, Ontario-based medical supplies company, acquired by Shoppers Drug Mart in October 2006.

Principal accomplishments include:

- Designed, produced & maintained a multi-page, database-driven product catalog. Developed the product database, researched and selected an InDesign-compatible database-management plug-in and sourced all print & production materials. This project is currently being revised for Shoppers.
- Implemented a complete marketing strategy to capitalize on Ontario Ministry of Health funding that resulted in the awarding of contracts worth over \$20M to the company.

**July 2000-  
July 2003**

### **Japan Exchange Teaching (JET) Program, Shizuoka Prefecture, Japan Assistant Language Teacher (ALT)**

- Employed by the Shizuoka Prefectural Board of Education to teach English as a Second Language at a Japanese high school.
- Created and presented practical, engaging, communication-oriented lessons and activities.
- Provided the design and layout of a bimonthly newsletter for Canadian ALTs working in the same program across Japan.
- Contributed designs and illustrations for various publications for the Shizuoka Prefectural Board of Education.

**September 1998-  
June 2000**

### **Tower Records, Glasgow, United Kingdom In-Store Designer**

- Worked as part of a small team to design, manufacture and install environmental graphics, point-of-purchase and promotional campaign displays for one of Glasgow's largest entertainment retail stores.
- Graphics and displays were created, output and assembled on-site using adhesive vinyl, sign-making equipment and software.