

Derek Webster

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Profile: Experienced graphic designer with a broad background in design for print, with complementary skills in copywriting, marketing, retail point-of-purchase design and education. Extensive specialized experience in many fields including sales support material and direct mail marketing projects.

Career Objective: An increasingly responsible and challenging creative position that will bring my design work to the fore, with the opportunity to develop the position into an art direction and project management role.

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

Current Position: **Shoppers Drug Mart, Home Health Care Division** Toronto, ON
November 2006 ~ present **Graphic Designer & Marketing Coordinator**

Responsible for the design and production of all promotional material for Canada's largest chain of health care retail stores.

Core Creative Skills & Accomplishments:

Expert user of **Adobe Creative Suite** programs: **Illustrator, Photoshop, InDesign & Acrobat** on both Mac & PC platforms (currently using **CS4**).

Experienced with **Quark, Dreamweaver, Flash & Fireworks**, as well as **HTML, CSS** and **JavaScript**.

Design for Print

Operates efficiently as a one-man creative department for Shoppers Home Health Care (SHHC). Works creatively within corporate guidelines to design all marketing collateral for retail and outside sales divisions. Projects range from multi-page brochures and product catalogues, to tri-folds, R.O.P advertising and promotional support material.

Currently managing creative for the complete redesign of the Shoppers Home Health Care print catalogue.

Previously performed the same role for Therapy Supplies & Rental Ltd. (2004-2006)

Freelance - CD Cover & Packaging Design - The Milk & Honey Band (Ape Records UK Ltd. 2009)

Worked directly with band and label management to design the cover and packaging for the album by The Milk & Honey Band, "**Dog Eared Moonlight**". CD released worldwide in 2009.

Print Production

Thoroughly experienced with all stages of print production, from file preparation, preflight and proofing to sourcing the best production options, controlling project budgets and developing and maintaining printer and supplier relationships.

Display & Environmental Graphics

Designs all point-of-purchase display material for promotions at retail store level, including: 'T-stand' posters, shelf signage & product-mounted signage.

Works closely with exhibit logistics company to design large-format environmental graphics for tradeshow displays.

Worked as part of a 2-person team to design, manufacture and install all environmental graphics, point-of-purchase and promotional campaign displays for Tower Records' Glasgow store. (1998-2000)

Web

Worked with Shoppers' web team and outside consultants on planning & assessment for SHHC site redesign. Contributed early creative for potential look-and-feel before project was re-prioritized as part of a complete Shoppers Drug Mart website redesign.

Designed and managed website for Therapy Supplies (2004-2006).

Complementary Skills **Copywriting**

& Accomplishments: Writes and/or edits all marketing copy for SHHC brochures and promotions.

Marketing

Performs as primary creative and conceptual contributor in developing national sales promotions for retail stores as part of the SHHC marketing team.

Direct Mail Marketing

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

Experienced with the logistics of many of Canada Post's direct mail marketing offerings.

Tradeshows

Coordinated, managed and personally set-up tradeshow booths across Canada. Depending on the show size and location, regularly liaised with outside exhibit companies to coordinate set-up.

Provided corporate representation in booth at several Toronto shows.

Selected promotional items, managed the relevant budget, stock levels and coordinated distribution to sales force. Worked closely with several GTA promotions companies to negotiate best-pricing and volume discounts on items.

Additional Skills **Teaching**

& Accomplishments: Lived and worked for three years teaching English in a Japanese public high school. Created and presented engaging, communication-oriented lessons and activities.

Computer Skills

Expert user of Microsoft Office programs.

Equally comfortable in a Mac or PC environment.

Experienced with basic network set-up and troubleshooting.

Languages

Japanese (conversational)

Previous Employment June 2004 ~ October 2006

Experience: **Graphic Designer & Marketing Coordinator**

Therapy Supplies & Rental Ltd, Toronto, Ontario

An innovative medical supplies company, acquired by Shoppers Drug Mart in October 2006.

July 2000 ~ July 2003

Assistant Language Teacher (ALT)

Japan Exchange Teaching (JET) Program, Shizuoka Prefecture, Japan

September 1998 ~ June 2000

In-Store Designer

Tower Records, Glasgow, United Kingdom