

MICHAEL WESTERN | RESUMÉ

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A designer, thinker, communicator and audiophile known for my diverse skill set, amazing customer service and occasional OCD tendencies. Inspired by subtlety, simplicity and symmetry, boiling a message down to its essence. I believe good design principles are the same across all mediums & good taste never goes out of style.

Work experience.

FREE RANGE DESIGNS | 2010 - CURRENT

Currently president, CFO, creative director, pixel pusher and janitor of my own freelance design business. Highlights below:

Digital Design. I have produced over 30 websites for small to mid-sized businesses in Denmark, Australia, England and across the United States & Canada. I have also produced assets for many marketing and social media campaigns. My work has been featured on a number of top design blogs, I was nominated for a CSS design award, and have been named a rising star in the web world by Web Designer magazine.

Teamwork. I have gained invaluable experience on several different project teams for a number of agencies including Jack Morton Worldwide and Nickel Media of Emmy winning “Take this Lollipop” fame.

Visual Identity. Stripping a business back to its core elements and building an identity piece to represent these elements clearly and consistently for both print and digital media has been the heart of my business.

Marketing. Although originally hired as a designer on most contracts, my strong business background and creative process often lead to a contract extension that would involve developing marketing materials & campaigns for many existing clients.

Film. As Asst. Art Director on seasons 5 & 6 of the award-winning SyFy show Haven, a 50 million dollar production, I handled quick turnaround of print production, prop development, packaging and signage in high pressure situations.

Work experience cont.

THE TROUGH DINING CO. | 2006 - 2009

In 2006 my wife and I opened The Trough Dining Co. In 2007 we were named 7th Best New Restaurant in Canada from enRoute magazine and Top 10 in Canada by Where. I was in charge of all business and marketing related materials and activities as well as all front of house operations & training. Attention to detail & customer service was key. I was able to build and retain a strong team through proven leadership, respect, fairness and appreciation of our staff.

CANMORE TOWN COUNCIL | 2004 - 2007

Many skills were honed during my time on council including leadership, risk management, public speaking, attention to detail, listening, budgeting & dealing with pressure. As the councils environmental liaison I was able to attend a number of conferences across the country highlighting best practices and achievements in sustainability.

Education.

DESIGN CERTIFICATE | SESSIONS SCHOOL OF DESIGN 2009 -2011

Sessions is an accredited and award winning online school of design. While enrolled I studied color theory, typography, composition, digital design, web, graphic & identity design, packaging, internet marketing, html5, css and flash animation.

BACHELOR OF COMMERCE HONOURS DEGREE | UNIVERSITY OF GUELPH CLASS OF 00'

I majored in Business Administration and minored in Marketing. I studied areas that include but are not limited to marketing, business, economics, statistics, accounting, business law and strategic management.

See my work and more at michaelwestern.com

REFERENCES AVAILABLE UPON REQUEST