



Ronaldo Falasca

ART DIRECTOR | DESIGNER

p: 416.836.3103

e: falasca@gmail.com

w: ronaldofalasca.com

WORK EXPERIENCE

SENIOR ART DIRECTOR **MATCH DRIVE 2013**

Collaborated with Creative Directors and Copywriters to develop national POP campaigns in the shopper marketing space. Responsible for brainstorming, ideation, creative direction, storyboards, mock-ups, and leading a team of designers and production artists to execute final creative.

Clients included: Weston, Budweiser, and Pepsi

INTERACTIVE ART DIRECTOR/ UX DESIGNER **FIFTHLIGHT 2013**

Lead creative and interface designer on several web applications. Responsible for wireframes, prototypes and final interface designs of several applications utilized in controlling the lighting systems of large multi-use buildings. Worked extensively on designing user experience and look and feel of a proprietary touch screen interface.

SENIOR DESIGNER **TPN COMMUNICATIONS 2011 - 2012**

Played a key role in the graphic design department delivering creative solutions including wire frames, web pages, storyboards, mock ups and proof of concepts for presentations to the client.

SENIOR DESIGNER/ART DIRECTOR (freelance) **BRIGHTWORKS 2011**

Layout, design direction, for websites, microsites, social media applications for pharmaceutical clients. Directing a team of developers to insure layouts are translated properly to final application.

ART DIRECTOR (contract) **ARIAD COMMUNICATIONS 2011**

Layout, design and concepts of websites, email blasts, microsites, online newsletters for clients that include Royal Bank, Unilever, and Degree

SENIOR DESIGNER (contract) **TRAFFIK GROUP 2011**

Layout and art direction of microsites, rich media banner ad campaigns, for clients which include Smirnoff, Crush, Mik2Go and Canada Dry

UX DESIGNER/WEB DESIGNER **POSTMEDIA NETWORK 2010**

Creating and Art Directing user interface and page layouts for online canadian newspapers and web sites including Canada.com, Dose.ca, Working.com and Driving.ca

- Working closely with IA and BA to redesign and rethink interfaces and page design as part of an effort to update Postmedia's online properties
- Creating graphic layouts and UI interfaces for websites and banners
- Worked closely with developers to implement designs on major sites to
- Developed sites in HTML, Flash, CSS
- Created animation for banners and microsites promoting many 3rd party clients

SENIOR WEB DESIGNER **CROSSCAP MEDIA SERVICES 2010**

Designed Microsites, Banners, and websites for various clients in support of the walmart.ca website.

- Creating graphic layouts and UI interfaces for websites and banners
- worked closely with developers to implement designs on existing and new sites meeting critical deadlines
- Developed sites in HTML, Flash, CSS
- Created animation for banners and microsites

INTERACTIVE DESIGNER **INVIVO COMMUNICATIONS 2009**

Working in an inhouse freelance position from July to September on a series of animations used as educational tools for a high school science curriculum.

Duties included:

- Creating image assets with photoshop and illustrator
- Time line animation using Flash CS4
- Using actionscript 2/3 to program interactive animations



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SENIOR DESIGNER|ILLUSTRATOR **ZEBRA STUDIOS 2006-2008**

Working in a full service agency specializing in retail display I created illustrations and designs for leading Canadian retailers such as the Hudson's Bay Company and Nike Canada. Along side these big names my duties also included print design, web design, and photo retouching. Being a small studio I was able to contribute on conceptual as well as execution level. Creating not only the artwork and design for these brands but also overseeing pre-production of the work.

Duties included:

- Working directly with clients to create concepts
- Providing Concepts to clients
- Overseeing creation of artwork
- Pre-press and production duties on projects

SENIOR ILLUSTRATOR **IMAGINEERING MEDIA 2004-2007**

An Illustration and media studio which specialized in scientific and medical artwork for college and university books on variety of topics. This required both technical and creative visual solutions to create clear and appealing visual learning tools.

Duties included...

- Researching information and content for accuracy
- Developing sample illustrations using photos hop that set style and content level as basis for new projects
- Updating illustrations from past editions to conform to new style or content changes
- Creating new art that was in line with style and content guidelines

PRINT PRODUCTION MANAGER **KANOPIES CANADA 2000-2004**

A full service print and design studio that specialized in creating branded portable shelters. Clients ranged from crafters and artisans to large company's such as Tim Hortons, M & M Meats and CIBC which required a unique, branded portable booth for their many trade shows and corporate events.

IIIUSTRATOR | DESIGNER **DAN FELL ILLUSTRATION 1999-2004**

Executing digital illustrations for various clients and agencies.



COMPUTER SKILLS

Proficient on both Mac O/S and Windows platforms

Programs include: Quark , Adobe Creative Suite, Corel Painter 11, Maya, Modo, 3d StudioMax, Final Cut Pro Microsoft Office Suite, Quicktime Pro, and Signmate Express

HTML, CSS, ActionScript 2.0 and ActionScript 3.0

Working knowledge of JQuery, Javascript

Understanding of Ajax, ASP, ASP.NET



EDUCATION

O.S.S.D. Cardinal Newman High School

1994 Certificate in Art Fundamentals, Sheridan College

1999 Diploma in Interpretive Illustration/Design, Sheridan College



INTERESTS

Music has been a passion of mine since a very early age. Since 1999 I have tried to fill my free time with playing in a band that has won 97.7 HTZFM new rock search contest and have successfully recorded co-written and co-produced 3 successful independent CDs. It has also been a valuable experience in managing and promoting a small business that has carried forward into my professional life.