

vicki sloot

3716 30 Avenue SW
Calgary, Alberta
T3E 0T1
403.999.0606
vicki@sloot.ca
www.vicki.sloot.ca

[when you're proud of something
you put it on the fridge.]

OBJECTIVE:

to obtain full-time employment with a desired agency so that I may continue to pursue my goals as a **concept-based art director and designer**, and to provide the most outstanding **creative solutions** that exceed expectations of both the employer and clients

EDUCATION:

Bachelor of Design, with distinction, Advertising,
Ontario College of Art and Design 2007
Level 2 Science - McMaster University 2003,
Astrophysics Stream
OAC Simcoe Composite School 2001

SKILL SETS:

Artistic & Creative Skills (Art Direction, Creative Solutions, Branding, conceptual sketching, some illustration, strategic thinking, presentation skills, layout, design and production) **Advanced Computer Skills** (MacOSX, Adobe Creative Suite 5, Microsoft Programs, Image sourcing, PowerPoint)...

...**Web Design** (including full site design, banners, and eblasts)
Mathematical Problem Solving
and **Verbal & Written Abilities**
(copywriting)

EXPERIENCE

Feb 2011 - Present

Art Director Persona Marketing
Calgary, Alberta
• creative concepts • full website design for best-selling authors • logo concepts and graphic design

May 2009 - Present

Freelance Art Director for: Roger's Publishing, Creative Bube Tube and various other clients. Responsibilities include: • creative concept design for individual ads and 1 to 8-page spreads in national publications • design of motion graphics for various advertisers • production and file manipulation for print and television • brand development for those clients purchasing airtime via Creative Bube Tube • web banner, badge, and eblast design (Ron White Shoes, Sennheiser, Creative Bube Tube)

Jan 2008 - May 2009

Art Director B-Street Communications Toronto, Ontario
• creative concept brainstorming, presenting to clients, implementing promotions through various media, design and typesetting • art direction for clients including: Coca-Cola Ltd., Weston, Corby's, Ferrero (Kinder) • directing photo shoots, copywriters, illustrators, renderers

Jun - Sep, 2007

Art Director Target Marketing St. John's, Newfoundland
• creative concept brainstorming and presentations • art direction for clients including: A&P Dominion, Irving Oil, St. John's Jazz Festival, Nonia Outport • visual depiction of concepts as well as copywriting for radio scripts

REFERENCES AVAILABLE UPON REQUEST