


### CONTACT

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 jmilana@rogers.com

 416-305-7986

 joemilana.com

### KEY SKILLS

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Art Direction  
Web & Print Design  
UX/UI Design  
Branding & Identity  
Direct Mail Marketing  
Shopper Marketing  
Contests/Promotion  
Experiential Campaigns

### BRANDS

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Post Foods  
Kraft/Heinz  
Conagra Brands  
Wings Food Products  
TD Canada Trust  
OLG  
Merial  
Boehringer Ingelheim  
Colgate  
Heineken  
Levis  
Whirlpool  
PokerRoom.com  
Weight Watchers  
The Arthritis Society  
Canadian Cancer Society

### PROFESSIONAL PROFILE

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- An experienced Graphic designer with over 20 years experience in print, digital, packaging and promotional advertising.
- Able to successfully manage print and digital campaigns from concept to completion on time and within budget.
- Skilled at interdepartmental coordination and communication.
- Proficiency in Adobe Creative Suite (Photoshop, InDesign, Illustrator, Dreamweaver), Sketch, Brackets, Word, Excel, Powerpoint, HTML CSS, JQuery and Javascript, story boarding and wireframing.

### WORK EXPERIENCE

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#### ART DIRECTOR

**AUG. 2003 - FEB. 2018**

*Armstrong Partnership LP (14 yrs., 6 months)*

Toronto, ON

- Worked closely with clients to conceptualize designs and corporate vision, that consistently met deadlines and exceeded expectations.
- Delegated tasks to the 3 member production team and provided guidance on all aspects of the projects.
- Supported a 25 person account team with creative direction.
- Created compelling pitch presentation that secured contracts with clients.
- Supported 16 brands for International and National companies
- Established trusting relationships with account teams, designers, vendors, and key clients.
- Consistently recognized for fresh and innovative ideas and applications.
- Played a key role in corporate culture and social events.

#### ART DIRECTOR - OWNER

**DEC. 2001 - AUG. 2003**

*Regarding Design Inc. (1 yr., 8 months)*

Thornhill, ON

- Developed and maintained client relationships by provided brand stewardship and vision.

### EDUCATION

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#### ST. CLAIR COLLEGE

*Graphic Design Diploma*

**SEPT. 1987 - MAY 1989**

Windsor, ON

#### OCAD

*Intro to UX/UI Design*

**JUNE. 2018 - JULY 2019**

Toronto, ON

#### SHERIDAN COLLEGE

*Web Design Post Graduate Certificate*

**SEPT. 2018 - APRIL 2019**

Oakville, ON

### AWARDS

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#### GOLD - PROMO AWARDS

*Best Sponsorship or Tie-In Campaign - Levi's Strauss "Best Impressions" program*

#### BRONZE - PROMO AWARDS

*Best Multi-Discipline Campaign - Orville Redenbacher's TV Nights*

#### BRONZE - PROMO AWARDS

*Best Activity Generating Brand Volume - Orville Redenbacher's TV Nights*