NICK WASILIEFF
SENIOR DESIGNER / ART DIRECTOR

nick@outerlimitscreative.com
NICKWASCREATIVE.CA

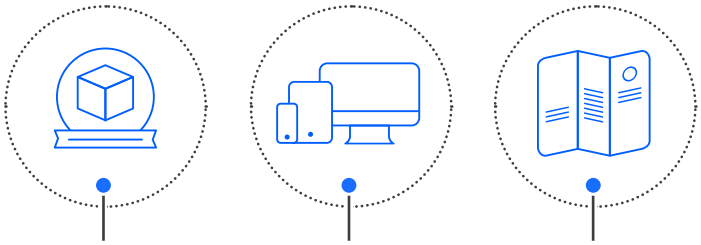
EDUCATION

2006-07
MALASPINA COLLEGE UNIVERSITY
DIPLOMA IN DIGITAL MEDIA TECHNOLOGY

2004-06
MALASPINA COLLEGE UNIVERSITY
APPLIED ARTS: GRAPHICS DIPLOMA

2004
HOUSTON SECONDARY SCHOOL

SPECIALTIES

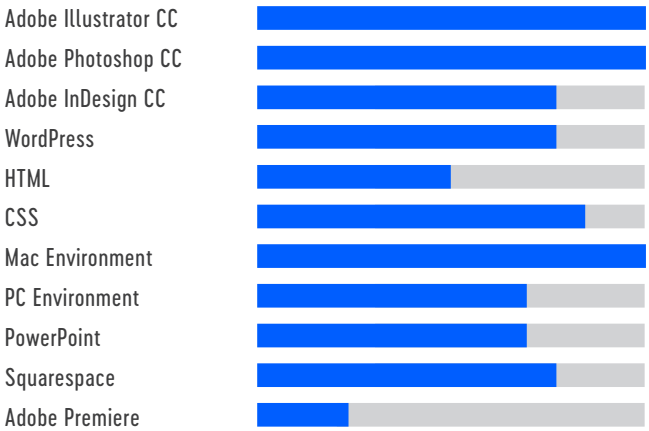


VISUAL IDENTITIES | WEBSITE DESIGN | DYNAMIC LAYOUTS

PROFICIENT WITH...

- Art direction
- Attention to detail
- Project management
- Working in high-pressure situations
- Adapting to priority-changes
- Creative writing
- Proofreading
- File organization
- Communication
- Proactive decision making

TECHNICAL KNOWLEDGE



WORK EXPERIENCE

JUNE 2007 - APRIL 2016
IMPACT VISUAL COMMUNICATIONS | NANAIMO, BC
(MERGED WITH 460 COMMUNICATIONS IN JANUARY 2016)

SENIOR GRAPHIC DESIGNER / ART DIRECTOR

- Provided constructive feedback to junior, intermediate and senior designers
- Collaborated with design team daily; brainstormed for campaigns
- Created high-level functional, modern and dynamic branding, print and web solutions for a variety of industries
- Worked directly with clients, handling project management and design tasks
- Participated in the vetting process for new additions to the creative team

LEAD DESIGNER FOR 7-ELEVEN CANADA

- Created monthly Point-of-Purchase signage
- Oversaw projects from concept to completion
- Worked closely with photographers, creative writers, vendors and printers
- Handled 15-20 projects on average at a time
- Regular photo manipulation work with an emphasis on food products
- Attended monthly campaign photoshoots to direct the vision of the imagery
- Acted as project manager on occasions where the regular PM was absent
- Press-readied art files abiding by strict pre-press guidelines

APRIL 2016 - PRESENT
OUTER LIMITS CREATIVE | KAMLOOPS / SALMON ARM, BC

GRAPHIC DESIGNER / OWNER-OPERATOR

- Create functional, modern and dynamic branding, print and web solutions for a variety of industries
- Work with clients and collaborate with agencies across Canada
- Project manage jobs and meet with clients
- Design modern, fully-responsive WordPress websites
- Create content for print and web projects

SEPTEMBER 2016 - SEPTEMBER 2018
ITEL NETWORKS | KAMLOOPS, BC

WEB DESIGNER / GRAPHIC DESIGNER

- Redesigned corporate website and performed regular web maintenance
- Produced internal and external print collateral for the large sales team
- Designed logos for products and corporate events
- Created monthly eNewsletters and display ads
- Provided art direction and creative input for the small marketing team

REFERENCES

- Available upon request