

GREG POOLE

PROFILE

A graphic design, multimedia and communications professional with a comprehensive background in the government, corporate, education, and non-profit sectors. Proven capacity to plan, produce and present graphic design and communications material for all forms of media, on time and within budget. Combines a broad base of training and experience in design, marketing, communications, media relations and media buying with extensive experience in community relations and corporate communications. International experience and cross-cultural training provide a keen ability to evaluate complex and sensitive issues in a global context. Equally effective working either on his own or in collaborative settings where his interpersonal and leadership traits come to the fore. Thrives, in particular, in deadline-driven environments. Dedicated, dependable, dynamic and adaptable.

SKILLS & EXPERIENCE

Graphic Design / Multimedia / Corporate Communications

- Extensive training and experience in graphic design and communications across a variety of media and to a range of target audiences. Comprehensive understanding of how to envision, display and communicate information.
- Able to coordinate production process by establishing effective relationships and contributing to productive and collaborative work environments.
- Thorough understanding of balancing creative initiatives with budgetary realities to maximize the value of any project.
- Skilled in creating memorable and easy to understand large-format displays for public open houses and conferences.
- Designed the BC Cancer Agency Leukemia/Bone Marrow Transplant Program's Patient Education Manual, a 325-page document arranged over five separate modules and targeting several distinct user groups.
- Designed and managed production of the annual report of the India-Canada Environment Facility, a Delhi-based community development program funded by the Canadian International Development Agency.
- Created a unique brand for a new college at the University of British Columbia, and developed a full suite of collateral to support the brand, including a style guide, design of the web site, large-scale banners for presentations and symposia, a stationery package including e-mail layouts, custom PowerPoint presentations, as well as other complementary pieces.
- Designed and production of promotional items for Vancouver International Airport's Pacific Rim Marketing Program.
- Created and produced video and interactive media for clients including Rutgers University, the Cleveland Clinic, and the British Columbia Concrete Association.
- Served as graphic designer, technical writer/editor and production coordinator of a 1600-page, two-volume pre-design report prepared for the Greater Vancouver Regional District (now Metro Vancouver). The \$3 million dollar report laid the groundwork for the District's \$850 million secondary wastewater treatment project.
- Collaborated on the redesign of the newsletter of the Dr. Sun Yat-Sen Garden, a noted Vancouver cultural institution.
- Managed all design, layout and production for the quarterly staff newsletter of an multi-national professional services firm.
- Planned and produced proposals and reports for large consulting engineering companies. Designed cover art and document graphics. Wrote and edited copy for ads and press releases. Created promotional/marketing material; managed production cycle.
- Counselling senior executives on best practices for internal and external communications across a multi-discipline, multi-site international consulting firm. Developed creative for corporate communications.
- Designed and managed the print production of the marketing brochure for the Creative Services division of MCSi, an advanced systems integrator of visual communications products and technologies across North America.
- Planned and created all branding and web sites for two major international stem cell research conferences.

PROFESSIONAL HISTORY

Design & Communications Consultant

Platypus Creative Group, North Vancouver, BC
1997 – present

Graphics & Communications Specialist

Reid Crowther & Partners Ltd., Burnaby, BC
1991 – 1997

Designer / Editor

Asia Pacific Management Program Alumni Association, Burnaby, BC
1990 – 1994

Designer / Contributing Editor

The Sounder, Department of Fisheries and Oceans, Vancouver, BC
1990 – 1991

Design Consultant / Associate Editor

The Living Treasure, Dr. Sun-Yat Sen Classical Chinese Garden, Vancouver, BC
1990 – 1991

Asia Pacific Economic Officer

Vancouver International Airport Pacific Rim Marketing Program, Vancouver, BC
1989 – 1990

Marketing Representative

Rowynne Enterprises Inc., Edmonton, Alberta
1987 – 1988

English Instructor

Brit/Am Academy, Bangkok, Thailand
1986

Computer Applications Analyst

Alberta Ministry of Recreation and Parks, Edmonton, Alberta
1986

Computer Lab Teaching Assistant

University of Alberta, Edmonton, AB
1984 – 1985

EDUCATION / MEMBERSHIPS

Memberships

Society of Graphic Designers of Canada
International Association of Business Communicators

Undergraduate Studies

University of Alberta, Edmonton, Alberta
• B.Sc., Cartographic Design / Geography [1981-1985]

International Business Management

Capilano University, North Vancouver, BC
• Asia Pacific Management Program [1988-1990]

New Media Design

British Columbia Institute of Technology, Vancouver, BC
• Adobe AfterEffects [2001]
Simon Fraser University - Harbour Centre, Vancouver, BC
• Web Design: Introduction to HTML [1996]

Strategic Communications

Simon Fraser University - Harbour Centre, Vancouver, BC
• Technical Writing [1992]
• Editorial Vision & Literate Design [1994]
• Community Relations and External Communications [1995]
• Strategic Internal Communications [1995]
• From Outline to Blueline: Publishing Effective Newsletters and Brochures [1995]

Seminars

• Writing With Power [1992]
• Desktop Publishing: a Process Approach [1993]

SELECTED CLIENTS

The University of British Columbia
Vancouver Coastal Health
The Cleveland Clinic
Case Western Reserve University
Rutgers, the State University of New Jersey
Ohio State University
BC Open Learning Agency
BC Special Olympics
Earth Tech Engineering International

Canadian International Development Agency
BC Cancer Agency
National Center for Regenerative Medicine
Canadian Skin Patient Alliance
Real Estate Board of Greater Vancouver
EPCOR
AECOM Engineering
Bunt & Associates Transportation
Planners and Engineers

Recycling Council of British Columbia
Canada Life
SNC-Lavalin
Center for Stem Cell
and Regenerative Medicine
Armed Forces Institute
of Regenerative Medicine
SaskTel
Stantec

TECHNICAL SKILLS

Design / Layout: proficient with all major design software, including Adobe Creative Suite's PhotoShop, Illustrator, InDesign and Fireworks, as well as QuarkXpress, CorelDraw and other commercial design software **Motion Graphics / Video:** Flash, AfterEffects, Premiere **Web Production:** Dreamweaver, Flash, SwishMax, HomeSite. Expert understanding of graphical user interface (GUI) design **Other Software:** Acid Pro, SoundForge, PowerPoint (design, enhancement, animation, etc.), Windows OfficeSuite **Other design skills:** photography, architectural rendering (pen & ink), cartography

PORTFOLIO LINK: www.platypuscreative.com

REFERENCES: available on request

