

# Kris Trudeau

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senior website / graphic designer

## Objective

To obtain a position with an organization where I can use my website and graphic design skills in either a creative, managerial or educational aspect.

## Professional Snapshot

- Over 12 years of graphic and web design experience.
- Broad knowledge base: strong coding abilities, print skills, brand management and strategies for advertising.
- Strong management and project management abilities.
- Organized, transparent, process driven design workflows.

## Professional Skills

### Web

- Fluent in CSS, HTML and XHTML.
- Have experience designing around ASP, ASPX, ASP.NET and PHP. Familiar with Javascript, XML.
- Create and maintain attractive, functional, efficient websites.
- Able to communicate and illustrate concepts through use wireframes, flowcharts and storyboards.
- Ensure consistent look and feel by following clients' branding existing guidelines.

### Design

Brand management, websites, various print projects (brochures, business cards, folders, books, etc.), large format graphics, image manipulation, flash animations, vector illustrations, video editing, e-magazines, etc.

- Believe firmly that good design makes good business sense.
- Design attractive solutions regardless of budget.
- Designs appropriate for clients' industry and message.
- Work within clients budget, choosing resources that exceed clients' expectations.

### Print

- Solid knowledge of print process; produces effective, efficient and cost effective solutions that maximize budget and minimize paper waste.

- Understanding of printing mechanics: resolution, colour space, spot and process, separations, imposition, colour accuracy, press plates and film stripping. (for what that's worth)
- Develop logos and logo standards documents, ensuring clients' maintain consistency.

## Management and PM

- Estimate, write quotes and responses to requests for proposals.
- Developing and implementing measurable, process-driven practices.
- Interview, hire, mentor and review creative staff: full time, students, or freelance talent.
- Manage, schedule, delegate projects.
- Assess project and department profitability.
- Manage projects from beginning to end; both solo and collaborative.
- Determine project scope, project plan, schedule work; follow up.
- Ensured projects stayed on budget: financially, in time and scope.

## Miscellaneous

- Internal morale studies, customer service assessment, conflict resolution.
- Copy write website text for clients.
- Teach design programs.
- Develop advertising campaign strategies.

*"...able to take the initiative with little direction, and I am very pleased with the end result."*

**Steven Fletcher**  
Minister of State for Transport

*"Kris was a team player and worked at creating a positive working atmosphere within the department."*

**Lindsay Duke**  
Editor, Studio Publications

*"...Corporate Marketing Representative... couldn't put down the professional quality of your work."*

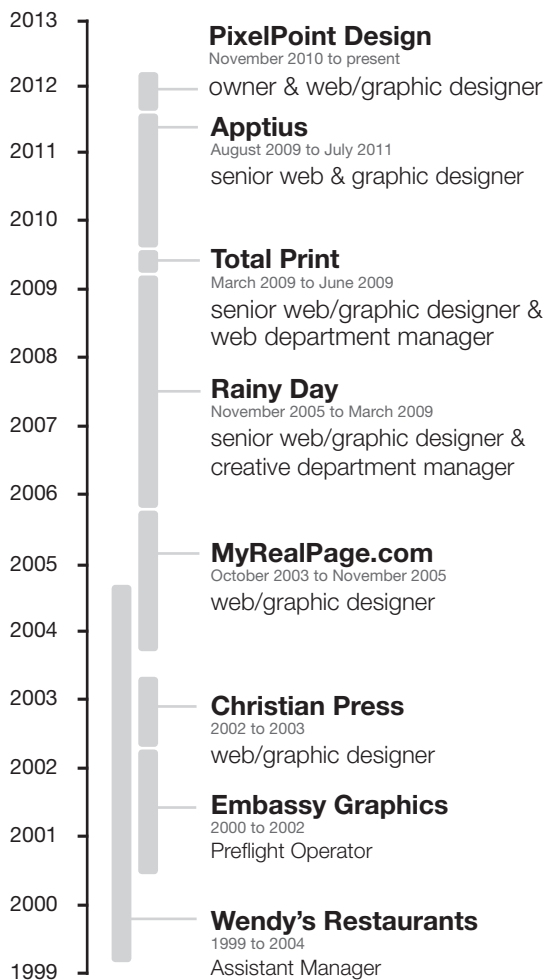
**District Manager**  
Wendy's Restaurants, Winnipeg



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## Work History



## Software:

Adobe Creative Suite  
Microsoft Office  
Quark Xpress  
Visual Studio  
SharePoint  
SharePoint Designer  
Windows OS  
Mac OS  
FF/IE/Chrome/Safari/Opera  
FTP  
Flightcheck

## Web-based Tools:

Google Analytics  
Google Adwords  
Facebook Ads  
RSS  
Firebug  
Plesk

## Languages:

CSS  
HTML/XHTML  
Javascript (modify)

## Have experience around:

Expressions Blend & Web  
XML, PHP  
ASP, ASPX, ASP.NET  
IIS 6 and 7

## Additional:

SEO Strategies  
Copywriting  
Photography  
Advertsiting Strategies  
Social Media Theory

## Affiliations

Young Professionals of  
Comox Valley  
Comox Valley Web Posse

## Volunteer

### Double Waters

*Courtenay supportive housing facility for women.*

- Brand Management
- Website Development
- Graphic Design

### Maggie's Walk

*Fundraiser website for left palate surgeries in developing countries.*

- Content Management
- Website Development

### Urban Youth Adventures

*Org. providing core Wpg youth w/ programming to foster self-esteem and life coping skills.*

- Event Photography
- Website Design
- Graphic Design

### '08 Commonwealth Taekwondo Event

*Taekwondo qualifier for Commonwealth Games.*

- Event Photography
- Graphic Design

### Xmas Cheerboard

*Wpg-based seasonal charity.*

- Hamper Delivery

### Sandbagging

*Manitoba's favourite springtime sport*

## Education

**Applied Multimedia Training Centre** '99 to '00

Multimedia Design and Communication

**Red River College** '98 to '03

Business Administration

**Sanford Collegiate** '92 to '96

High School

### Continued Learning...

Train the Trainer

Master SEO

Google AdWords

Facebook Ads Fast Track

Advanced Facebook Ads

Google AdWords 101

Microsoft Tech Days

Marketing Essentials

Small Business Taxation

Customer Service Essentials

SEO for Small Businesses

Writing for the Web

When I'm not doing all that you see here, I like photography, downhill mountain biking, skiing, volleyball, exploring the outdoors and writing.

## References

### Dean Clarke

*President of Apptius*

Phone: (204) 989-0202

### Scott Toderash

*Past CTO of Rainy Day*

Phone: (204) 781-2174

### Deb Perreault

*Training Director at Apptius*

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