Paresh Ladd
Montreal - QC
514.677.1701
paresh.ladd@gmail.com

[Experience]

Standard Life of Canada >> Multimedia Specialist [2007-present]

Motion Graphics: Create high quality marketing & sales materials for several lines of business that are engaging and informative. From brief, concepts are developed through storyboarding. Upon approval of a concept, the visual elements are produced. In some cases this consists of physical props, photo shooting and 3D renderings. These are then animated using Flash and AfterEffects. Final product is available as online content. In some cases e-mail templates are produced that link to the online animation.

Graphic Design: Create business proposals that visually bridge the ideologies of our clients with Standard Life. Pitch material consists of customized print documents produced in InDesign, all pertaining documents are available online as PDFs via a customized microsite and a presentation template in Powerpoint. Turn around time is short as Standard Life's presentation lead time is usually one week. Since we support the whole of Canada, production time can sometimes be less then three days.

YBM Si-sa Language Institute >> ESL Instructor [2006-2007]

Yeongdeungpo ECC: YBM is the largest English language institution in South Korea. As an instructor, my duties included preparing lesson plans and implementing them in a medium sized classroom environment. Course material was prepared according to student skill level.

Publishing Division: YBM is the official test administrator of the TOEIC exam in Korea. As such, they publish Practise Exam Manuals. My duties consisted of writing and editing the content of the manual, concentrating on the reading and listening portions of the sample exams that make up the core of the book.

Special T Apparel Inc. >> Creative Department _Supervisor & Art Directing [2003-2005]

Supervisor: Distribute and coordinate workload for numerous projects to the company's creative department. Projects include the creation of the company's line of apparel, photo shoots, corporate presentations and preparing artwork for production. Clientele included Britney Spears Curious fragrance campaign, MAC Cosmetics, Joico, Elizabeth Arden and Bacardi.

Art Director: Responsible for implementing corporate identity through promotional print and web-based media such as business cards, catalogues, style guides, trend boards and advertisement campaigns as well as create and maintain the company website.

[Education]

Concordia University >> Bachelor of Fine Arts: Design Art [2002-2005]

Concordia University >> Faculty of Engineering: Mechanical Engineering Major [1999-2001]

John Abbott College >> Natural Sciences [1996-1999]

[Computer Skills]

Proficient on both Windows & Macintosh platforms

Adobe CS4 Suite: InDesign :: Photoshop :: Illustrator :: Flash (action script 2) :: AfterEffects :: Dreamweaver :: Soundbooth

Microsoft Office 2007: Powerpoint :: Word :: Excel

[Exhibitions]

2005_

SIDIM: 17ᵉ Salon International du Design d'Interieur de Montreal

SIDIM is considered a key event on the world design trade show circuit. Local design is featured alongside international fabricators and many world renown names are present. Concordia Eco-Design Exhibit showcased graduating student's furniture concepts based on sustainable design.

Designed? - Graduating Exhibition 2005

Celebrating the graphic, object and digital design pieces from graduating students within the Design Art and Digital Image & Sound programs at Concordia University. The work reflects research and exploration of progressive, experimental design strategies through image, object and multimedia based disciplines and the collaborative process.

Process

Celebrating the graphic, object and digital design pieces from students within the Design Art program at Concordia University. Work included posters, furniture design, sustainable design as well as technological garments. Former students were on-hand as guest speakers, lecturing on their post graduate experience.

2004_

Exposition 2004

Showcasing selective print and object design pieces realized by second year Design Art students. Projects on display ranged from vintage poster design to furniture, prototypes realized through collaboration with the Montreal Association for the Blind, as well as technological garments.

2003_

First Timers

Showcasing selective works by first year Design Art students at Concordia University. Graphic design works featured posters celebrating fonts. Object design pieces focused on furniture design as well as bionics.

2002_

RectoVERSO

Showcasing the finished works by Design Art Students enrolled in DART280: 2-D Digital Layout. The celebrated the book, in both traditional and modern forms.

[Awards & Competitions]

2009_

IFCA *Best of Show* award- VIP Room Promo animation

The Insurance & Financial Communicators Association awarded Standard Life of Canada a 'Best of Show' for the Member VIP Room in the electronic materials category. The campaign included a set of promotional animations showcasing the new tools and features of the site designed for both plan sponsors and members. I was the lead for conceptual artwork to final animations.

IFCA *Plan Member Communication* award - VIP Room Promo animation

The Insurance & Financial Communicators Association awarded Standard Life of Canada an 'Award of Excellence' for the new Retirement Calculator in the Plan Member Communication category. The campaign included a promotional animation showcasing this new tool and its features. I was the lead for conceptual artwork to final animation.

2005_

Charette Competition hosted by the Canadian Centre of Architecture

Multidiscipline teams of up to five students have one weekend - beginning Friday and ending Sunday - to fully realize an architectural solution for a particular space in Montreal. The competition is with five Montreal Universities & two Ontario Universities participating. Though Concordia University did not come away with any prizes, the work presented was of the highest quality. The solution was presented on pre-specified panels, that included 3-D renderings, maquettes and images accompanied with text.