



# Ed Appleby C.V.

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edappleby.com

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## Recent Experience

- Freelance design for OJ Marketing 2011
- Freelance design for Blue Lotus Creative 2011
- Illustrations for 24hour magazine 2010
- Graphic design for BC Renaissance Festival 2009-2011
- Web design for Angry Bear Film Productions 2010
- Illustrations and copywriting for Ed's R Us 2006-2011

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## Education

- VCAD; Diploma, Graphic Design 2009-2010
- Simon Fraser University; Ba, Criminology 1997-2003

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## Technical Skills

- Excellent with InDesign
- Superb with Photoshop and Illustrator
- Proficient with Dreamweaver, HTML, CSS, Flash, Word and Excel
- Proficient in both Mac and PC
- Quick and expressive hand sketching

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## Applicable Skills

- Keen eye for colours and layout
  - Conceptualize creatively to carry a project from inception to creation
  - Understand the finer points of kerning, leading and fonts
  - Compose believable images from multiple or single sources
  - Ability to paint and create custom raster illustration
  - Ability to create custom vector illustration and design
  - Ability to draw from hand and from real life
  - Strong concept of traditional compositional rules
  - Create beautiful and brand consistent documents and advertisements
  - Create custom digital documents and data collection forms
  - Ability to sketch concepts quickly and accurately
  - Ability to communicate with clients and interpret feedback
  - Ability to work with editorial content
  - Ability to create remarkable and delightful consistent branding packages
  - Ability to create eye popping designs in the third dimension
  - Ability to research information and create a consistent story
  - Understand the 4 Cs of marketing
  - Ability to create works dedicated to target audiences
  - Understanding of SWOT analysis and process
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