
Address 115 Park Home Avenue, Toronto, ON M2N 1W7
Cell 416.618.4925
Email BD@BryanDilts.com
Web <http://www.BryanDilts.com>
Linkedin <http://www.linkedin.com/in/bdilts>

IMMEDIATE GOAL

Securing a position as a Creative Director or Art Director, charged with executing outstanding and innovative creative with a brilliant team.

SUMMARIZED EXPERIENCE

12 years building brands, anticipating end-user needs, and delivering creative for education, healthcare, manufacturing, financial, social service, technical, and retail sectors. Directorial, creative, and production talents honed with professional credibility and self-management competencies. Corporate and agency results-oriented experience working with Fortune 500 and start-ups alike. Unobstructed creative vision tethered to a life-long passion to communication through design and artistry.

KEYS TO SUCCESS

Establishing Focus	Researching, learning and adapting to business needs to devise credible results that stand out from the competition. Introducing a logical, systematic and sequential approach of project charters, creative briefs, and kick-off meetings to ensure creative aligns with business strategy while cutting rework, trimming effort and improving the end product.
Developing and Empowering Others	Inspiring collaborative, no-holds-barred brainstorming sessions, improving employee retention, boosting creativity, and overall team function. Reviews to acknowledge performance and address skill gaps with constructive feedback.
Preventing and Solving Problems	Identifying problems or situations before they present themselves and establishing a contingency plan based on conceptual and strategic thinking. Developing, maintaining and adhering to graphic standards, quality assurance best-practices, and consistent communication to limit problematic issues.
Obtaining Results	Impacting and influencing results with initiative, thoroughness, and decisiveness. Establishing a goal and meeting or exceeding it with exceptional creative prowess and technical knowledge. Keeping the business strategy at the forefront while nurturing creative thought and fostering innovation through the conceptualization, design and production of superior B2B and B2C materials.

RECENTLY ATTENDED SEMINARS AND CONFERENCES

Design 2.0	Aquent and RGD Ontario, Toronto, ON / JAN '09
Design for Social Change	RGD Ontario, Toronto, ON / MAY '08
HOW Design Conference	HOW Magazine, Boston, MA / MAY '08
Interactive to the Max	Marketing Magazine and IAB Canada, Toronto, ON / NOV '07

TRAINING AND EDUCATION

George Brown College	Graphic Design: Class of '95, Toronto, ON
Lynda.com	Online Training: Annual Subscription

ACCOMPLISHMENTS AT WORK

Freelance Graphic Artist

April 2009 to present

The Creative Group
181 Bay Street, suite 820
Toronto, ON

Accomplishments:

- Providing professional graphic design services to Creative Group clients: The Nuance Group, Ariad Communications, and Invesco Trimark

Art Director / Creative Lead

October 2003 to April 2009

CE Technologies, Inc
20 Camden Street, suite 200
Toronto, ON

Accomplishments:

- Designing job training applications and collateral to appeal to and enable the enrollment of 6500 Hurricane Katrina survivors, successfully leading to additional contracts with The Salvation Army, AARP Foundation, Workforce Investment Boards, and reputable U.S. universities
- Meeting deadlines and exceeding expectations while running an in-house team of graphic designers, web designers, copywriters, and marketing specialists, directing photo shoots, freelance designers, and sourcing printers
- Building NBSA's graphic standards and a suite of collateral from Powerpoint Presentations, stationary, catalogs and sell sheets to email marketing campaigns, ads, web sites, and interactive applications, providing a well-recognized, professionally executed identity

Senior Graphic Designer

May 2003 to October 2003

Macrae Design
2 Paradee Avenue
Toronto, ON

Accomplishments:

- Giving life and style to an annual report for mining corporation, Glencairn Gold
- Constructing Macrae's first portfolio site, driving traffic and showcasing exceptional work to gain new and repeat business
- Laying out newsletters, catalogs, brochures and sell sheets, presenting superior, alternative means to common production dilemmas, trimming costs and work effort
- Implementing robust time-tracking system to provide accurate billing and budget forecasting

Web Designer

March 2001 to May 2003

tip | Interactive
72 Fraser Avenue
Toronto, ON

Accomplishments:

- Designing user-focused interactive applications for Fortune 500 corporations, including an award-winning orientation system for Ford Financial, used by all of their new and existing employees
- Following strict graphic standards, detailed creative briefs, and logical storyboards to brand interactive applications with unique and compelling layouts, logos, icon sets, imagery, and colour palettes

Web Designer

February 2000 to January 2001

WSMI.com
249 Queens Quay West
Toronto, ON

Accomplishments:

- Creating extraordinary flash splash pages (remember web design circa 2000?) and user-friendly sites for e-commerce portals, creating a robust portfolio of retail environments, successfully appealing to additional vendors and investors
- Exploring usability, working with Netscape to create a unique and direct user experience
- Improving on Powerpoint presentations and business documents to boost investor contributions

Graphic Designer / Production Artist

August 1997 to March 2001

IQ Inc.
1376 Bayview Avenue
Toronto, ON

Accomplishments:

- Bringing simple, everyday, products and services to life, sharing production expertise and software knowledge in colour correction, close cropping, and photo manipulation, building brands and creating captivating marketing collateral
- Participating in every step of the creative process from thumbnail renderings to final art and press approvals as part of a close-knit, collaborative, full-service team of communications professionals

PROFESSIONAL RECOMMENDATIONS

Barton Levitt

Chief Marketing Officer
2tor
BartDakota@aol.com

“Bryan was an outstanding Creative Director for CE Technologies. His skill goes beyond art direction. He took the lead in strategy development, print and web production, and strategic planning. Bryan is a leader, an innovator and excellent creative artist and manager.”

Janet McLellan

Senior VP / Director
CE Technologies Canada
janetmclellan@bell.net

“It is my pleasure to recommend Bryan Dilts as an exceptional Art Director / Creative Lead. Bryan reported to me at CE Technologies and we worked closely together on a wide variety projects. Bryan made a huge impact on our company’s branding and creative direction. He gave us logos and style guides for several brands, created a much more professional look to our websites and print material, and worked tirelessly to ensure client and internal objectives were continually met or exceeded. Bryan worked on numerous print campaigns including Katrina Aid Today and our Job Readiness Training program brochures and catalogs. On the web side, Bryan totally revamped the look of our course marketing website and worked with the team to significantly enhance the site content and optimize it for Google and other search engines. In addition to his exceptional design capabilities, Bryan is highly process oriented and works well in a team environment. He welcomes feedback and as a manager is always able to provide his team with constructive input. Bryan was continually juggling multiple projects and competing priorities yet was ready to jump in and provide assistance or direction when need. If you would like any more information about Bryan, please feel free to contact me.”

William Curry

Senior Copywriter
rsb44@sympatico.ca

“An extremely talented graphic designer with an extensive knowledge of modern marketing methods, Bryan Dilts is an invaluable asset to any forward-thinking company. Despite his design expertise, perhaps Bryan’s greatest asset is his ability to effectively communicate with all project stakeholders, thereby ensuring each project meets (and or exceeds) everyone’s expectations. Thanks to Bryan’s diligence, there were never any last-minute surprises. As copywriter, I must say Bryan was one of the best marketing/design executives I’ve ever worked with.”

Scott Culling

Creative Director /
User Experience Professional
scottculling@gmail.com

“Bryan is a talented, first rate designer who brings many intangibles to his projects and designs. He always took direction very well and would come back with something additional which helped push our projects into new and exciting territories. I highly recommend Bryan for any creative design/director engagement.”