

# Paul Ainsworth

Illustration  
Canada

View the full portfolio at <http://www.thecreativefinder.com/paidesign>

## Professional Experience and Curriculum Vitae

Freelance Illustrator/Graphic Designer ready to help out with any of your communication & art projects. Northern Ontario boy living in Southern Ontario.

## Previous Clientele

National Hockey League  
Bud Light  
Tony Hawk Skateboard Clothing  
Marshalls  
Edward Pond Photography  
GlaxoSmithKline  
Allergan  
YMCA  
Pfizer  
Taxi Canada Inc.  
Taxi 2  
Sid Lee  
Bruce Mau Design  
Kraft  
Unilever

## Awards and Accolades

July 2012 to Present

Republic Live, Inc. (Boots and Hearts Country Music Festival)

Graphic Designer/Art Director

Played Key role in the Design department working closely with Marketing Director and Creative Director:

- Creating Billboard advertisement for event
- Layout, Design and Production of event booklet given out to 70, 000+ fans.
- Quality control over design work that was given to other designers
- Created graphics for Social Media and Jumbotron graphics during festival
- Made myself available for any design project with very tight turn-around

July/October 2012

TAXI Canada Ltd.

Freelance Graphic Designer/Art Director (2 month contract)

Played integral part in new business pitch to major beer label, working closely with Creative Director. I also:

- Conceptualized packaging designs for new beer line.
- Set up design system for presentation pitch.
- Worked closely with Production Manager and studio to finalize mocked up packaging

Art Directed large installation for Kraft Canada Headquarters

- Worked closely with production studio keeping brand standards and overall esthetics of project through until completion
- Onsite quality control of signage/installation

Designed cover for Edward Pond's Creative Chef Annual Award booklet

130 Lloyd Road Singapore 239098 (Co. Reg. 201004398N)

Played valued part of Portland Property Group's rebranding project of 49 Spadina Ave.

Created brand identity to fit with their soon to be newly renovated building

July 2008 to July 2012

BrandHealth Communications, Peterborough, ON

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