

SHAWN CROWLE

ART DIRECTOR &
GRAPHIC DESIGNER

780-608-7012

design@shawncrowle.com

shawncrowle.com



MY EXPERTISE

Adobe Creative Suite,
Microsoft Office, and
Various Design Software

Graphic Design

Typography

Layout & Composition

Web Design

Corporate Identity &
Brand Development

Digital & Print Marketing

3D Modeling &
Architectural Rendering

Wireframing &
Prototyping

Photo & Video Editing

Project Management,
Budgeting, Bookkeeping
& Human Resources

Social Media
Management

WHO I AM

I am a graphic designer with over sixteen years of experience focused in Digital Design with related expertise in Corporate Identity & Brand Development, Web Design, 3D Modeling & Architectural Rendering, UX Design, Wireframing & Prototyping, and Project Management.

WHERE I'VE BEEN

- **2013 - NOW** **Senior Art Director**
Dynamic Graphics
& Design
- **2011 - 2013** **Administrative Design**
High Velocity Equipment
Training College
- **2008 - 2013** **3D Designer**
Raytrace Designs
- **2007 - 2008** **Graphic Designer**
The Camrose Booster

WHAT I'VE LEARNED

- **2005 - 2006** **3D Animation**
Digital Arts
Technology
Training Institute
College Diploma,
President's List
- **2006 - 2007** **3D Advanced**
Digital Arts
Technology
Training Institute
College Diploma,
President's List

CERTIFICATES

- **Graphic Design** by California Institute of the Arts
via Coursera
- **UX Design Professional Certificate** by Google
- **Project Management Professional Certificate** by
Google
- **Brand Management** by University of London via
Coursera
- **Viral Marketing** by Wharton University of
Pennsylvania via Coursera

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KEY KNOWLEDGE AREAS

BRANDING & MARKETING

"The role of a designer is that of a good, thoughtful host anticipating the needs of his guests."

-Tim Heller

We've all had an idea, and we've all started somewhere, and I work to actively foster and encourage my clients' ideas and to give them the confidence and ownership to turn that idea into a reality.

I do this by making myself available, by actively listening, by developing a brand identity that matches not only the client's company, but their individuality, and by collaborating and advising on ways to align the company's advertising, marketing, and presentation with that brand identity.

LOGO DESIGN

"A logo doesn't sell, it identifies."

-Paul Rand

A logo is an expression of self and I collaborate with my clients to develop a design which is professional, unique and true to their vision, identifying their brand and delivering their company message.

WEB DESIGN

"A user interface is like a joke. If you have to explain it, it's not that good."

-Matt Leblanc

Whatever the size or scope of the project, I strive to approach web design with the understanding that a website's design is only as good as the content and functionality that drives it. I work with my clients to develop the underlying basis of the website and design from there, working to create a website as unique as the client themselves.

3D DESIGN

"Animation can explain whatever the mind of man can conceive."

-Walt Disney

From product concepts to architectural renderings, 3D modeling and rendering bring ideas to life and I've always worked to meet client goals while developing accurate 3D visualizations.

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COVER LETTER

Good Day,

I have always had an intense passion for all things creative and I have spent my life chasing inspiration, whether through art, design, writing or music. When, as a young man, it became apparent that I probably wasn't going to be a rock star, I began my career in animation and design, and with nearly sixteen years of experience fulfilling various roles within the industry and the good fortune to have worked collaboratively with numerous creative individuals, I feel that I can bring a unique perspective, knowledgebase and extensive skill set to the position as I work to move my career into a new direction.

I have post-secondary diplomas (similar to Associate's Degrees) in 3D Animation and 3D Advanced Animation as well as certificates in Graphic Design, UX Design, Branding & Brand Management, & Project Management, and extensive experience in Graphic Design, Web Design, Corporate Identity & Brand Development, 3D Modeling & Architectural Rendering, UX Design, Wireframing & Prototyping, Project Management & Human Resources Services.

I strive to be innovative and imaginative in my design ideation, consultation, and mentorship while providing design solutions and feedback with honesty, integrity, and a strong work ethic.

My family and I recently spent some time in the southern states, and we are very excited by the idea of relocating with a TN Visa. Canada has become an ever more oppressive environment in which to live and raise children and it looks only to become worse in the future. We want our children to grow up in a place where they are free to be kids and free to think the way they want to think and say the things they want to say. We want to be in a place aligned with our beliefs, values, and the goals we have for ourselves and our family.

With the TN Visa, I can apply based on the job offer and my experience and related education right at the border which removes nearly all the wait or processing time involved with other work visas. The catch is that the job must be initially stated as a three-year term, however, there are options to renew/extend that visa once that term is up.

Skipping ahead, if you should choose to hire me, the only thing required for the visa on your end would be the job offer in an ink-signed letter (of which I could provide a basic template if that would help).

Included with this resume are letters of reference from some of my amazing and very much appreciated clients.

Thank you,

Shawn Crowle
Art Director & Graphic Designer

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EXPERIENCE DETAILS

Dynamic Graphics & Design | Senior Art Director/Designer

2013 - Now

I founded Dynamic Graphics & Design with the goal of supporting and sustaining first time business owners on their startup journey as they grow and prosper. Over the past nine years we have worked with numerous clients to help them develop their corporate identities and branding with graphic and web design services.

We want our clients to feel we are part of their team, that they can rely and depend on us and that we are there to help them succeed. We take the plans and goals that are communicated to us, and we work to ideate, define, and develop solutions, not only in terms of visual branding and identity, but internal focuses, processes and support through collaboration, consultation, and companionship.

- **Negotiate project goals, scope and budget and provide an ongoing assessment as we develop and oversee the client's corporate identity and branding strategy.**
- **Collaborate with clients to incorporate and explore client suggestions and directives, resolve questions and concerns and oversee objections.**
- **Organize and direct development and strategy meetings.**
- **Work in partnership with client internal marketing teams and designers to direct and implement developed brand strategies and visual design.**
- **Work hands on to ideate, define and design visual design assets including logos, design templates, branding guides, websites, digital and print marketing and any other graphic elements using a variety of design tools and software.**
- **Organize and direct all creative materials to ensure a smooth transition from the design studio to the client that aligns with the set brand practices.**

High Velocity Equipment Training College | Administrative Design

2011 - 2013

During my time at High Velocity Equipment Training College I was able to make full use of my experience and skills in a new setting with the design and implementation of refreshed branding and marketing strategies, updated internal forms and documents, the redesign and implementation of the college curriculum and other training materials. I also was able to develop experience in human resources support and project management.

High Velocity Equipment Training College remains a client and over the years we have fostered an exciting and engaging collaboration. We have continued to develop and refine their brand identity and I have consulted on ways to promote and incorporate that identity into their corporate activities as well as ways to further their operations and their training. Recently we worked together to move their curriculum into an online training environment and we continue to support and expand that service.

- **Collaborated to design and implement a refreshed branding and marketing strategy and created various digital and print marketing materials then worked to redesign and develop curriculum and training materials to match the external corporate branding.**
- **Worked with the College Director to develop new and expanded internal processes for staff, management and training, and designed new internal documentation to coincide and facilitate those processes.**
- **Participated in strategy, planning and marketing meetings, providing insight, feedback and solutions to meet the College's marketing goals.**
- **Provided general administrative support, financial and human resource services.**
- **Continued to develop and refine the College's corporate identity and marketing post-employment and have consulted on ways to promote and incorporate that brand identity into their operations and activities.**
- **Oversaw the development and implementation of an online training platform in which a team including myself, the College Director, instructors and curriculum developers updated and migrated an existing classroom driven curriculum to an ever-expanding web based system.**

Raytrace Designs | 3D & Graphic Designer

2008 - 2013

With a focus on architectural design and rendering, I founded Raytrace Designs 2008, offering graphic design and 3D modeling services. Through client collaboration and consultation, I provided architectural design and rendering, 2D and 3D logo design, digital painting and print design, set design and animation. During this time I worked with teams developing architectural renderings and pre-visualization using tools for major renovation projects such as The Halifax Armory, Toronto's Union Station, and the Sharron Temple. I also had the opportunity to develop crime scene recreations for multiple high-profile court proceedings using tools such as 3DS Max, AutoCAD, and the Adobe Creative Suite.

- **Collaborated with clients to define project goals and scope, negotiate budget and timelines, and ensure a smooth process from project initiation to completion.**
- **Collaborated with clients to incorporate and explore client suggestions and directives, resolve questions and concerns and oversee objections.**
- **Provided visual design services and architectural visualization services using tools such as 3DS Max, AutoCAD, Lidar Scan Technology and the Adobe Creative Suite.**

The Camrose Booster | Graphic Designer

2007 - 2008

I feel very fortunate to have begun my career while still finishing my education as a Graphic Designer for The Camrose Booster, a local newspaper and print house. I worked in close collaboration with both clients and account managers to compose and design print ready advertisements and general marketing material and internal business forms and documentation primarily using the Adobe Creative Suite.

- **Collaborated with clients and account managers to design newspaper advertisements, flyers, marketing materials and internal documentation to match the technical art requirements of the press and be print ready.**



April 2, 2022

To whom it may concern,

It is with great honour that I endorse Shawn Crowle, Owner/President of Dynamic Graphics and Design. I have had the privilege of working alongside Shawn since our company's beginnings in June of 2018, and can honestly say that we would not be in the position that we are in without his expertise, creativity, and attention to detail. Shawn represents both his brand Dynamic Graphics and Design, as well as himself, with the utmost integrity, honesty, and punctuality. I not only would recommend him, but I would go as far as saying that it would be a big mistake not adding Shawn to any team looking to boost their marketing design tactics. As an athletic development company, we have gone from the point of starting from scratch, to one of, if not the busiest athletic training companies in a saturated Central Alberta market, which I give a lot of credit to the work Shawn does for us, and how unique our advertising is.

Shawn is quick on his feet, coming up with creative solutions for our marketing and promotional needs efficiently. When I reach out to him, no matter what day of the week or time of day it is, he responds promptly and goes above and beyond what I was hoping for. From our initial logo design options to business cards, posters/pamphlets, and other promotional items, I am always amazed at how much his drafts of these catch my eye, and capture the reaction and feeling I am hoping to generate when potential clientele view them. His designs blend and flow incredibly well yet have that "pop" every business owner wants when the item hits customers' hands.

At the end of the day, as a business owner the most important element behind your brand is confidence. Without a strong marketing platform that you want people to see, you are already a step behind. Entering a flooded market in our industry, it did feel intimidating at times trying to break in and make our mark, but the professionalism of our image through advertising allowed us to get the word out fast about our products, and the approach we were taking. All I need to do is inform Shawn what I am hoping to communicate to a customer base in what fashion, and the rest is always taken care of, with ideas/drafts in my inbox within a day, sometimes only hours. For this I have the utmost respect for Shawn, as I know how busy he is with various companies and organizations throughout a wide range of industries, another testament to his creativeness and design skills. To be the best in any business you need to have a strong desire for continual improvement. This is beyond evident in Shawn's know-how and ideas he creates.



Not only is Shawn the best in the business, but he is truly a great human being and leader. Dynamic Graphics and Design will forever have the business of CrossIce Developments, and we as a company feel as though we owe him a lot for helping us get to where we are and continuing to raise the bar on a week-to-week basis, to separate from the rest of the pack. We are very fortunate and thankful to have him in our corner, as any business would.

Chance Szott

Owner/Founder- CrossIce Developments
Elite Hockey Development
www.crossicedevelopments.com

TM Group – Promotional Products

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April 4, 2022

To Whom It May Concern:

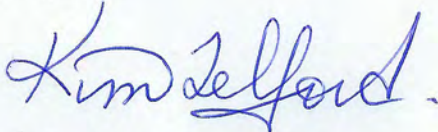
TM Group Promotional Products has employed Shawn Crowle as a contracted Graphic Artist since April 2016. We had sought out many graphic art companies and we are pleased with our decision to contract with Shawn and his company Dynamic Graphics & Design. TM Group has various graphic art requirements based on our clients' wants and needs. We supply clothing, mugs, pens, candy, business cards, posters and many other items that our clients want, in order to promote their brands.

Shawn has produced visuals based on the items that our clients have ordered. For example, artwork for a pen is much different than artwork for clothing. He adapts easily to any request. He understands and interprets our clients' needs, based on the information we provide to him. Shawn is never shy to contact us for more information and/or clarification if he requires it. Shawn utilizes this information and in turn, has created outstanding logos and other artwork for our clients. Shawn's ideas are always very creative and his attention to detail is impeccable. He is extremely meticulous with any of the art requirements from our printing partners, such as sizes, colours, formats, programs required, bleeds, etc. Shawn is always open to making any adjustments to his artwork, which our clients sometimes request. Personally, I cannot think of a time where any of Shawn's creations were returned as not useable by our printing partners.

Customer service is a top priority for Shawn! We have been extremely satisfied with all of the artwork he has created for TM Group and more importantly for our clients. Shawn, and his excellent work, will be greatly missed. Shawn would certainly be an asset to any company who chooses to work with him.

We would be happy to answer any additional questions you may have regarding Shawn and his work with our company.

Kind regards,



Kim Telford, Owner

TM Group Promotional Products



Camrose Energy

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info@camroseenergy.com

Shawn has been my designer since September 2016. He has developed and maintained my webpage, done social media graphics, designed my printed marketing. Webpages are ever evolving and I appreciate his input for keeping my page current.

Over the years Shawn has been responsible for many facets of my marketing and branding. I am so thankful that I can articulate what I want and he usually exceeds expectations in both visual and technical design. When I do not have the vocabulary of what I exactly want he still manages to produce work that hits the “feel/message” I was trying to convey.

Shawn is very helpful and cognisant of my branding and end goal. This design and marketing expertise has brought successful marketing campaigns to my business. I attribute this not only to his marketing skills but he actually took the time to understand my industry.

I do not understand the behind-the-scenes process and technical work he does. I am very thankful for the high SEO placement my company has. I often get calls from competitors customers trying to get a hold of current utility provider and get us instead. This has been a great customer conversation for us.

Shawn is a great team player. Always willing to collaborate on projects sharing helpful discussion points. I would highly recommend Shawn in any design, marketing capacity.

Warm Regards,

Denise Hawkins
Managing Shareholder