

Graphic Designer • Visual Artist James Goodliff

705.488.1915 • james@mediastain.com • 10 Bend St. Kinmount, ON. K0M2A0
portfolio found online at www.mediastain.com

■ Highlights & Summary of Skills

An extensive background in both Graphic Design and Visual Art — with strengths in colour theory, digital imaging, advertising, publication layout design and production, and various traditional media.. The software applications and traditional mediums listed below enable me to develop responsive work with presence and functionality.

■ Digital Media

- Adobe Creative Suite CS3, including: Illustrator, Photoshop, InDesign, Bridge, Acrobat, Dreamweaver
- Corel Painter X

■ Traditional Media

- Technical Illustration, including: T-Square, French Curves, Technical Pens, Silk Screen, Airbrush
- Fine Art, Illustration, including: Oil, Acrylic, Pastel, Water Colour, Ink

■ Experience

■ 2000 - Present **Media Stain Founder: Visual Artist/Graphic Designer** Kinmount, ON.

- Concept design and production of web sites
- Graphic design for various media, including: CDs, books, magazines and other print media
- Custom fine art: portraiture, fantasy and landscapes using primarily oil
- Digital image restoration, manipulation and correction

■ 2006 – present **Advertising Works Art Director/Graphic Designer** Bobcaygeon, ON.

- Responsible for layout design and production of various publications including: *Kawartha Life, Kawartha Seasons, Explore Bobcaygeon, Focus on Fenelon*
- Develop and design marketing campaigns for a variety of clients including: *City of Kawartha Lakes, Kawartha Dairy, Royal Resort, Purdy's Jewellery*
- Consult with and provide guidance for freelance graphic designers and artists on special projects

■ 2004 – 2006 **Cardinal Signs Ltd. Art Director/Graphic Designer** Lindsay, ON.

- Implemented branding strategies with a core focus on promotional marketing
- Developed a variety of vehicle wraps and trade show displays using vinyl plotters, wide format printers, neon, and lighting techniques
- Client consultation and product installation

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■ Experience continued

■ 2004 Bedford Elementary Academy Art Teacher

Bedford, NS.

- Developed suitable assignments and activities designed to encourage artistic experimentation and the fundamental principles of art for an after-school art program

■ 2003 – 2004 Voltage Dreams Concept Artist

Dordrecht, ZH. Netherlands

- Production of conceptual art for Voltage Dreams, a video game production and development company
- Conceptual design of environments, textures and characters

■ 2003 – 2004 Loomis Art Store Media Consultant

Halifax, NS.

- Provided guidance in application techniques and product traits
- Assisted artists and designers
- Framed artwork

■ 2001 Fast Signs Production Artist

St. Catharines, ON.

- Assisted the lead designer on special projects
- Responsible for sign preparation and vinyl application
- Handled inventory, sign delivery and installation

■ Education

■ September 2001 – April 2003

Halifax, NS.

Nova Scotia School of Art Design
Bachelor of Fine Arts

■ September 1998 – April 2001

Welland, ON.

Niagara College
Arts and Design Fundamentals-Graphic Design

■ September 1998 – April 2001

Welland, ON.

Niagara College
General Arts and Science

■ Interests

Visual relationships – paint, design, photography, colour, contrast, structure and light etc.,