

# Miguel Florendo

## Objective

To secure a senior design position in an interactive agency and contribute to its success and growth.

## Work Experience

Critical Mass, Toronto, ON. 2010 - present

Senior Designer

Working on a broad range of projects with clients such as AAANY, Scotiabank, Nissan, AT&T, Brita, Glad, Gucci and many more.

Freelance, Toronto, ON. 2002 - present

Multimedia Designer

Works closely with a variety of clients to provide end-to-end servicing as per their needs, from initial consultation, to implementation, to ongoing maintenance. Services range from identity/branding, website design and production and marketing collateral.

Publicis, Toronto, ON. 2009 - 2010

Senior Designer

Worked on a broad range of projects with clients such as Rogers, LG, Labatt, CIBC, Purina, Home Depot, PayPal, Kia, Heart & Stroke and many more.

Mindblossom, Toronto, ON. 2007 - 2009

Senior Designer

Worked on a broad range of projects with clients such as Suzuki, Virgin, Home Depot US & Canada, Sears, Magna Entertainment Corp., Dan Aykroyd Wines, Shoppers Drug Mart, Rona, Sobeys, Sleeman, Desjardins, Yves Rocher, Dairy Farmers of Canada, Sirius, Citi and many more.

Lifecapture Interactive, Toronto, ON. 2005 - 2007

Senior Designer

Worked on a broad range of projects with clients such as Shaw Festival, Bell Fund/ Summerhill TV, CMT, Toronto Waterfront, Second Skin, Soho, Holey International, Eastwood Harvey and more.

The PayTribute Corporation, Toronto, ON. 2005 - 2006

Senior Graphic Designer

Responsibilities included the implementation and creation for all areas of corporate design, including print and internet presence.

Digital Impressions, Richmond Hill, ON. 2002 - 2003

Web / Graphic Designer

Responsible for the complete design process of web sites and print media.

## Contact

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## Education

Seneca College, Toronto  
Digital Media Arts. Diploma.  
President's Honour List, GPA: 4.0  
Graduation, May 2002

## Skills

Art Direction  
Graphic Design  
Branding  
Colour & Type  
Conceptualization  
Photo Retouching  
Print Production Process  
Search Engine Optimization  
Time Management  
Team Player  
Multitasking  
Works Independently - a self-starter  
Motivated, Adaptable, Quick-learning

## Computer Skills

Photoshop  
Illustrator  
InDesign  
Flash  
Dreamweaver  
Fireworks  
HTML  
CSS  
Office  
Mac & PC

References Available Upon Request