

# MIGUEL FLORENDO

MULTIMEDIA GRAPHIC DESIGNER

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## OBJECTIVE

To secure a graphic design position in a fast-paced organization and contribute to its success and growth.

## PROFESSIONAL PROFILE

Cutting edge expertise in programs and platforms such as:

### ADVANCED:

- Adobe Photoshop CS2
- Adobe InDesign CS2
- Adobe Illustrator CS2
- Adobe ImageReady CS2
- Adobe Acrobat 7.0
- Macromedia Flash 8
- Macromedia Dreamweaver 8
- Macromedia Fireworks 8
- HTML, CSS

### LITERATE KNOWLEDGE:

- Adobe After Effects
- Adobe Encore
- Java Script, PHP, XHTML, Actionscript
- Quark Express
- Macromedia Director

- Advanced photo retouching
- Familiar with entire print production process
- Proficient in both PC and Mac platforms
- Skilled in diverse media such as interactive web content, DVD/CD-ROMs, and print advertisement.
- Works well in a diverse team environment, and also works well independently—a self-starter.
- Able to manage multiple priorities/projects concurrently.
- Excellent written and oral communication skills.
- Motivated, adaptable, and quick-learning.

## EDUCATION

Seneca College, School of Applied Arts And Technology,  
North York

*Digital Media Arts. Diploma.*

- President's Honour List, GPA: 4.0
- Graduation, May 2002

## PROFESSIONAL EXPERIENCE

**Mindblossom**, Toronto, ON

2007 - present | Designer

Creates engaging online interactive experiences. Works closely with the entire team to ensure all deliverables are met in such tight schedules while still focusing attention to detail.

### **migz**

2002 - present | Freelance Design

Currently providing freelance design for a variety of clients, on freelance/contract basis. Works closely with 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 implementation, brochure design, and marketing collateral.

**Lifecapture Interactive**, Toronto, ON

2005 - 2007 | Designer

Develops creative design for internal and external projects comprising of brochures, logos, and websites. Additionally, assist programmers with database connectivity, e-commerce and search engine optimization. Worked closely with a creative team to develop print and online branding, web site functionality and Internet marketing campaigns.

**The PayTribute Corporation**, Toronto, ON

2005 - 2006 | Senior Graphic Designer

Responsibilities included the implementation and creation for all areas of corporate design, including print media, DVD media, Internet presence, and corporate branding on all materials. Worked closely with video editors to integrate film and digital video (DV) into presentations and DVD movies.

**Digital Impressions**, Richmond Hill, ON

2002 - 2003 | Web / Graphic Designer

Responsible for the complete design process of client web sites and various print media, such as advertisements, magazines, brochures, and business cards. This included client consultation, conception, design, implementation, and maintenance. Also included complete production process from initial client contact until final copy.

*References Available Upon Request*



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## EMBOLEDENED

THESE VERBS MEAN TO IMPART COURAGE, INSPIRATION, AND RESOLUTION TO; ENCOURAGED THE ATHLETE TO COMPETE; PLAYED MUSIC TO ANIMATE THE CROWD; A VISITOR CHEERING THE PATIENT; WAS EMBOLEDENED TO SING FOR THE GUESTS; PRAISE THAT HEARTENED US; A PEP TALK THAT INSPIRED THE WEARY TEAM.

contribution to the progress or growth of; To promote the use of computers in the classroom

## SELECT PRINT SAMPLES



Essential parts of all design styles are concept, color, proportion, balance, ergonomics, and function of design. Although all styles differentiate their usage of each of these, they are all an integral part of the overall look and feel of a room or space. Designers incorporate the seven elements of design to create and enhance style: form, mass, shape, line, color, texture and pattern.



**FAMILIES & INDIVIDUALS  
TEAMS & ATHLETES  
SCHOOLS & REUNIONS  
CLUBS & ASSOCIATIONS  
JOB SEEKERS  
BUSINESS & PROFESSIONALS**

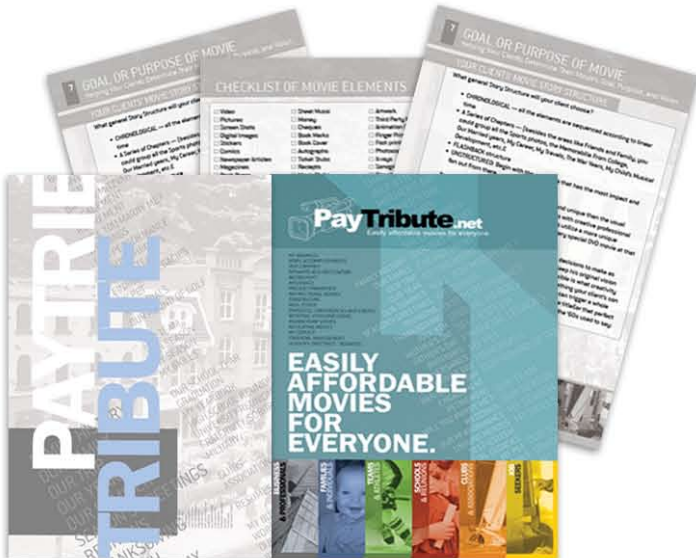
### OPEN HOUSE

**DATE** Wednesday, June 8th, at 7:00 PM.  
**LOCATION** 101 Duncan Mill, Suite 101  
Toronto, Ontario  
416-446-6287, ext. 31  
**TO ATTEND** Please R.S.V.P. Friday Even at 416-446-6287, ext. 31.  
**FREE DRINKS**

PayTribute is the first company of its size to offer 100% performance-based pay for a wide variety of positions. We're looking for people to join the PayTribute team in a variety of roles to help us grow. We're looking for people who are passionate about business, technology, and customer service. We're looking for people who are motivated, hard-working, and team players. We're looking for people who are ready to take on the challenge of making a difference in the world.

WWW.PAYTRIBUTE.NET

PayTribute.net



**YOU WILL REAP THE BENEFITS OF YOUR TEAM EXPERIENCE THROUGHOUT YOUR LIFE.**

Preserve hockey: Varsity, softball, College basketball, NHL, NHL, it doesn't really matter. When you are part of a team - at any stage of your life - you reap the benefits of camaraderie and other players. Your teammates are your family, your coworkers, your teachers and your students. These special people and the special experiences you share will be all too fleeting, as any athlete will tell you.

Preserve your team memories with a PayTribute DVD. Record that big game, your coach's catchphrases, and all the nicknames and keepake offers your team will share. No other kind of memories that PayTribute can, not only for you, but for your family, members, friends, and other people who followed your team through all the highs and lows of the season.

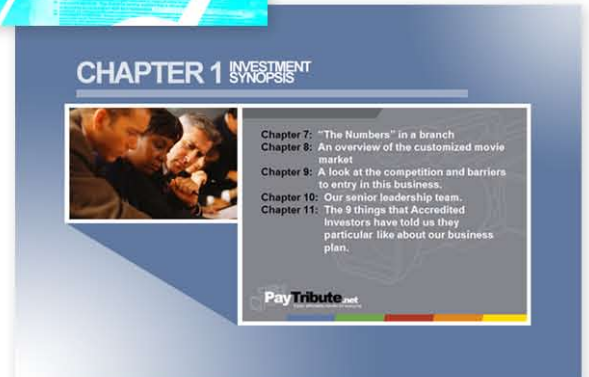
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SELECT IDENTITY / BRANDING



MISCELLANEOUS



# SELECT WEB PORTFOLIO

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1. Benevolent Business Consulting



2. Brave Butterfly



3. Picture it ... Perfect



4. Transcendium



5. plusche



6. Reol Photography



7. Marsden Planet



8. Dezilva Website



9. Plexis Software Inc.



10. Paytribute



11. Whitelabeldj



12. rosejam

1. [www.benevolentconsulting.com](http://www.benevolentconsulting.com)
2. [www.bravebutterfly.com](http://www.bravebutterfly.com)
3. [www.pictureitperfect.ca](http://www.pictureitperfect.ca)
4. [www.transcendium.com](http://www.transcendium.com)

5. [www.plusche.com](http://www.plusche.com)
6. [www.reolphotography.com](http://www.reolphotography.com)
7. [www.migz.ca/marsdenplanet](http://www.migz.ca/marsdenplanet)
8. [www.migz.ca/meldale](http://www.migz.ca/meldale)

9. [www.migz.ca/plexis](http://www.migz.ca/plexis)
11. [www.migz.ca/whitelabeldj](http://www.migz.ca/whitelabeldj)
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