

ROBERT ARMSTRONG

Home: 226-271-3260 Mobile: 519-702-2580
245 Park Row, Woodstock, Ontario, N4S 1V9
robert.armstrong@gmail.com • www.robertarmstrong.xyz

EDUCATION

Bachelor of Design – Visual Communication, 2011

Queensland College of Art, Griffith University • *Brisbane, QLD, Australia*

Advanced Diploma – Graphic Design, 2009

Fanshawe College • *London, Ontario, Canada*

WORK EXPERIENCE

Freelance Graphic Designer

2013 – Present

- Working with College Royal (University of Guelph), Airia Brands, and Forest City Comicon
- Volunteering with Canadian Dachshund Rescue Ontario, and Families for Addiction Recovery
- Addressing client briefs and requirements. Prompt adjustments and turnaround for project changes
- Performed effective time management to meet important milestones, proof dates, printer deadlines
- Provided estimates and produced invoices, utilized time tracking software for accurate billing

The University Students' Council • *The University of Western Ontario*

London, Ontario, Canada

August 2012 – Present

Graphic Designer & Desktop Publisher • *The Gazette Newspaper*

August 2012 – September 2013 (Contract), November 2013 – May 2014, January 2015 – Present

www.westerngazette.ca, www.westernizer.ca

- Created layout, page composition and graphics for the production of the Gazette using Adobe Creative Suite
- Following current design trends, collaborated with the Gazette newsroom to create impactful layouts
- Created graphic design materials for additional USC publications, print and online
- Created advertisements for the Gazette and Westernizer publications, print and online
- Set-up, create, design, manage tight deadlines in collaboration with external and internal stakeholders
- Layout and design of the Westernizer Dayplanner, including cover illustrations
- Set-up, design and maintained the westernizer.ca website
- Collaborate and manage training sessions for the Gazette editorial staff with the westerngazette.ca website
- Set-up and maintain custom CSS and JavaScript for enhanced functionality of the Gazette website
- Managed training and support to students in various aspects of layout, graphic and web design
- Managed the computer system and network. Troubleshooting issues within the Gazette newsroom and composing
- Set-up and manage the Gazette website with Google Analytics, AdSense, Tag Manager and other Google technologies
- Set-up, manage and implementing web standards to the Gazette and Westernizer websites.
- Set-up, manage and run email newsletter campaigns using Constant Contact
- Collaborated closely with Gazette Editorial Staff, Advertising Sales Rep, Internal and External Customers and Printer

Digital Media and Customer Service • *USC Creative Services*

May 2014 – December 2014

- Supported the graphic designer with overflow web or design projects
- Maintained USC operational websites, oweb.ca (2014)
- Performed full backup and migration of the Gazette website to a new server. Update layout and design of site.
- Assisted in hiring and supervision of staff, responsible for training and orientation
- Nightly cash deposit and reporting. Managing POS system, updating inventory items and computer maintenance
- Advised clients on fee structures, turnaround times and design and layout of each project, prepare billing invoices

Web and Graphic Designer • USC Creative Services

June 2013 – November 2013 (Position dissolved)

- Designed and maintained websites using CSS, HTML and JavaScript
- Updated and designed new Creative Services website, oweek.ca (2013) and other USC websites
- Designed and created logos, graphics, drawings and illustrations, generated press-ready digital files
- Assisted the Creative Services graphic designer with design projects
- Using the Adobe Illustrator, Photoshop, and InDesign, created designs, layouts and websites

Web and Graphic Designer • Telco4u PTY LTD

Brisbane, QLD, Australia

May 2011 – February 2012

www.telco4u.com.au

- Designed company website, provided updates and maintenance
- Administrative duties with a customer service focus
- Addressed customer inquiries over the phone, fixing issues promptly.

Graphic Designer • Liveworm Design Studio • Griffith University

Brisbane, QLD, Australia

March – April 2011 (7-week work placement)

www.liveworm.com.au

- Worked on projects according to client briefs, addressing changes and concerns at different stages of the design process
- Worked alongside and with other team members, sharing input and ideas to implement design solutions

TECHNICAL EXPERIENCE

Mac OS X, Windows, Adobe Creative (Photoshop, Illustrator, InDesign, Acrobat), office suites, digital cameras, computer systems management, WordPress, BLOX CMS, front-end web development (HTML, CSS and JavaScript), Constant Contact email system

QUALIFICATIONS

Mental Health First Aid Certificate

August 2014

www.mentalhealthfirstaid.ca

- Explanations of mental health, mental illness and mental health problems
- Signs and symptoms of common mental health problems and crisis situations
- Information about effective interventions and treatments
- Ways to access professional help

REFERENCES

Ian Greaves

Gazette Manager

519-868-9248

igreaves@uwo.ca

igreaves@sympatico.ca

Diana Watson

USC Advertising and Marketing Specialist

226-268-7218

dwatso4@uwo.ca

dianawatson77@hotmail.com

Kathleen Rebic

Airia Brands Marketing Specialist

519-200-4385

kathleen.rebic@gmail.com