



418 8604 48th Avenue NW • Calgary, Alberta • T3B 5E6
brad@designcause.ca • 403-616-0297

PROFILE

Professional and creative Graphic Designer with ten years of experience working in the non-profit, corporate and contract sectors of the design and communication industry. Motivated to share skills and collaborate with a community oriented organization in a team environment.

POST SECONDARY EDUCATION IN DESIGN

Applied Multimedia Training Centre

• Graphic Design and Communications Diploma 2001

Adobe Training Seminars

• Application enhancements Annually

Southern Alberta Institute of Technology

• Currently working toward a marketing degree — maintaining a 4.0 grade point average.

PROFESSIONAL EXPERIENCE

Design Cause Small Business Solutions

Owner and Designer 2007 – Present

Founded and currently operating small design firm specializing in graphic design, video and new media. Operating since 2007, Design Cause has been gaining momentum helping small business and non-profit organizations in and around Calgary.

Design Cause has been contracted for graphic design, web design, social media, video, photography and marketing for organizations including Travel Alberta, Solid Skateboard and Snowboard Shop, Jawdrop Marketing, Hidden Gems Film Festival and Ticket to Ride Burton Canadian Open.

Minkha Sweaters Fair Trade Cooperative

2002 – Present

Non-profit knitting cooperative run under the guidance of Save the Children Canada. Minkha Sweaters supports and enhances the lives of Bolivian knitters and their families through Fair Trade sales and volunteer initiatives.

Graphic Design and Marketing Responsibilities

- Designing promotional material
- Social media implementation and consulting
- Live event and inhouse video editing
- Designing, programming, and managing websites
- Database and document control
- Tracking and reporting data using Google Analytics

Administrative Responsibilities

- Assisting the Board of Directors in planning, implementing and control of organizational developments.
- Communicating with administrators in Bolivia and volunteers in Canada
- On site coordinator at community events
- Production and management of online newsletters

PROGRAM & DESIGN EXPERTISE

HTML / CSS, CMS, Adobe Design Suite CS4, Final Cut Pro, DVD Studio Pro, iContact, PHP, Java Script

ADDITIONAL SKILLS

Bradley Hays

Videography

WMH Productions — Produced four professional snowboarding videos

JawDrop Marketing — Various video and editing contracts for corporate and small business marketing.

Photography

Ellis Photography — lighting and image enhancements

VOLUNTEER EXPERIENCE

Habitat for Humanity Global Village Program: Honduras

2011

Volunteer participant in house building project July 22 – August 5

Projecto Coyera Film Documentary

2007

Media assistant for a documentary on Bolivian street children

Afrikadey!

Board of directors, coordinator, on site manager, videographer

2006 - 2010

Alberta Snowboarding Association

2003 - 2005

Board of Directors member

Snowboard instructor for children in programs with Woods Homes

INTERESTS AND ACCOMPLISHMENTS

- Freestyle Snowboarding Coach: CASI Level 1 Freestyle and Theory Certification
- Stunt Performer in Superbowl Commercial
- Invited to and won numerous snowboard competitions including Canadian National Slopestyle Championship
- Featured in RAP Snowboarding film “Dreamer”
- 2009 Calgary 70.3 Ironman Finisher
- Participated in numerous triathlons
- Annual team participant in the MS Bike Tour



PORTFOLIO

To see samples of my portfolio please go visit:

Minkha Sweaters

www.minkhasweaters.com

[Facebook.com/MinkhaSweaters](https://www.facebook.com/MinkhaSweaters)

[Twitter.com/minkhasweaters](https://twitter.com/minkhasweaters)

Design Cause

www.designcause.ca

[Facebook.com/DesignCause](https://www.facebook.com/DesignCause)

