

# ROB SCANLAN

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**PORTFOLIOS:** <https://rs03ee.myportfolio.com/> and [www.fiwired.com](http://www.fiwired.com)

## QUICK OVERVIEW

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- 20 years' experience; Registered Graphic Designer since 1997. I've been doing text book and trade book design, and I'm looking for new challenges, and your posting looks to have unique and varied opportunities that make the most of my skills and experience.
- Extensive experience as Creative Director and Art Director; proven strength in creative and technical roles; skilled at translating complex requirements into business plans / creative solutions.
- Effectively champions creative ideas and strategies to stakeholders at all levels while simultaneously supporting the corporate vision and exceeding client expectations.
- Experienced leading large multidisciplinary teams using superior written & verbal communications along with exceptional collaborative and interpersonal skills; mentored & guided jr. designers.
- Excels within multiple deadline-driven environments exhibiting versatility in diverse roles; strong organizational skills—scheduling, tracking, reporting, risk analysis, time & resource management.

## PROFESSIONAL EXPERIENCE

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### First Image Graphic Design

**1997 – 2016**

**Creative Director** 2006 – 2016

**Art Director** 2000 – 2006

**Senior Graphic Designer** 1997 – 2000

Executed hundreds of creative design solutions from concept to completion ensuring the consistency of the brand identity and standards. Collaborated with clients to define strategy and vision; created proposals, client briefs, estimates, initial designs; and established detailed objectives and outcomes. Managed diverse teams and resources to work collaboratively on a wide variety of projects. Organized, prioritized, and scheduled operational, strategic, and financial functions to deliver on-time and on-budget.

- ♦ Within a decade, grew revenues over 480% and increased client base by 360% utilizing the same number of staff via improved process efficiencies and best practices. Managed and maintained exceptional levels of long-term client satisfaction and retention.
- ♦ Proven success leading brand-driven design experiences for major organizations under extremely tight deadlines. Responsible for the acquisition of major accounts: NHL, Olympics, CISCO, Pan Am Games, Royal Conservatory of Music, and many major publishers.
- ♦ Recognized for outstanding capacity to engage key stakeholders, and for explaining and justifying creative design rationale in order to achieve maximum ROI, creative impact, and results.
- ♦ Successfully delivered hundreds of print and digital projects in an agency setting; managed and led client relations, staffing, resources, vendors, freelancers, art direction, design, and production.
- ♦ Expert in Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat and MS Office: Word, PowerPoint, Excel, Outlook. Familiar with HTML5, CSS3, Digital Asset Management, mobile and web design, e-mail marketing, and UI/UX standards design.

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## **Nelson / International Thompson Publishing**

**1993 – 1997**

<b>Strategic Technology Director</b>	1996 – 1997
<b>Director, EPS Systems</b>	1995 – 1996
<b>Manager, Network &amp; EPS</b>	1994 – 1995
<b>Int. Designer, Mac Support</b>	1993 – 1994

### **Strategic Technology Director**

Identified and implemented streamlined workflow improvements impacting efficient customer fulfillment. Determined and implemented the overall ITP corporate strategic direction and analyzed and reported on the business impact of emerging technologies. Partnered with Executive VP/Business Development and Emerging Markets to define strategic objectives.

- ♦ Championed IT collaborative process to accurately capture business requirements that resulted in significant productivity efficiencies, reduced expenses, and overall cost savings.
- ♦ Teamed with key stakeholders to produce informative e-learning, online educational materials, and best-practices to solve multiple training issues and update employee skills cost-effectively.
- ♦ Launched innovative competitor analysis, research, and vetting process and leveraged in-depth knowledge of the marketplace to support corporate directives and profitability goals.
- ♦ Consolidated all technological issues, rationalized technology resource allocation, and allowed for 'end-to-end' business process support resulting in improved efficiencies and cost-savings.
- ♦ Pursued new and ongoing strategic initiatives aimed at creating increased business value—from product conception through fulfillment and use by our customers.

### **Director, Electronic Publishing & Editorial Systems**

- Supervised and managed the Electronic Publishing and Editorial Systems team of five including UNIX Consultant, UNIX Editorial Systems Administrator, SGML Specialist, Database Librarian, System Specialist/Trainer and Mac Support Specialist.
- Consulted/developed various interactive multimedia products such as Computer Assisted Instruction—a set of interactive math courses.
- Lead the research, evaluation and integration of new technologies, systems development methodologies, capacity planning; planned user training and provided technical support.
- Determined and implemented the overall strategic directions and business contributions of electronic publishing strategies and standards. Responsible for \$500,000 annual budget—hardware, software, service and support.
- Advised ITP Nelson in the \$10,000,000 ITP Editorial Systems project over the course of several years. Responsible for; budgets, training and support, hardware, custom and core development.

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## **Manager, Network and Electronic Publishing Systems**

- Managed the installation and technical support of a company-wide network: software, hardware, cabling, routers, archive and backup equipment.
- Responsible for purchasing, budgeting, and installation of hardware and software.
- Researched and investigated new technologies and programs for the continued advancement of electronic publishing systems.

## **Intermediate Designer | Macintosh Systems Support Specialist**

- Design and production of educational textbooks for both School and College levels.
- Assistant to the Network Manager — LAN Management, hardware, software, support and maintenance for Design and Editorial departments (65 machines).

## **First Image**

**1989 – 1993**

### **Graphic Designer | Mac Systems Manager**

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## PROFESSIONAL CREDENTIALS

### **Registered Graphic Designer Designation (RGD)**

ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS, Toronto, ON – since 1997

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## CONTINUING TRAINING, EDUCATION, & SKILLS IMPROVEMENT

Marketing Fundamentals, Branding Fundamentals, Understanding Consumer Behaviour, Online Marketing Fundamentals, SEO Fundamentals

Creating Responsive Web Design, Foundations of UX, Responsive Web and Email Design, UX for Business, HTML5 Structure, CSS Fundamentals, Adobe Experience Design

PowerPoint Essential Training, Office 365, Adobe Creative Cloud 2015 Complete, Inking Habitat Design Training, Adobe Publishing Suite Essential Training