

# BRENDAN O'SHEA

## graphic designer

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### Work Experience

#### Senior Graphic Designer

September 2008 - Present

The BFA Group

- Interact with clients to discuss content and desired look, feel and function of pieces
- Prepare specifications for design, generate concepts to be presented, discuss changes with clients, create press-ready artwork
- Create a variety of pieces, primarily for the automotive and insurance industries. Pieces range from logos, branding and visual identity development to email blasts, websites and digital invitations. Brochures, stationary, manuals, banners, direct mail pieces and trade-show displays also designed daily
- Mentor, train and oversee junior designers by giving them creative direction based on client briefs
- Coordinate with eight print suppliers and two paper suppliers to ensure precise print specifications and negotiate pricing, generate purchase orders and send with artwork to suppliers
- Review resumes and portfolios of potential hires, conduct interviews and select new designers and production staff for hiring

#### Instructor – Digital Imaging | Digital Art & Design Studio | Web Design 1

January 2011 - Present

Centennial College, Art and Design Foundation Studies | Graphic Design-Media

- Present college level instruction in Adobe Illustrator, Adobe Photoshop, Dreamweaver, CSS, HTML, Wordpress, Blogging and various image formats and their uses
- Develop assignments and exercises using historical reference as well as current trends to further students understanding of design principles
- Research and deliver lectures on the principles of design, art and design history, current web design trends and colour theory, each pertaining specifically to the subject and software being used
- Work with students directly throughout the entire creative process
- Mark all students work, offering feedback and directions for improvement for future pieces
- Act as a member of the course committee to continuously develop the course as technology changes and evolves

#### Partner | Graphic Designer

November 2008 - November 2011

Liquid Print Design

- Interact with clients to discuss content, desired look of pieces and budget expectations
- Generate concepts to be presented, discuss changes with clients, create press ready artwork
- Communicate print specifications with various print houses, paper suppliers and web hosting sites to request pricing
- Generate purchase orders and send with artwork to print suppliers
- Launch and maintain client websites, designed in HTML and CSS for easy editing by the client

### Qualification Highlights

- Extensive experience using both Mac and PC, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Dreamweaver, Adobe After Effects, Adobe Flash, Corel Draw, Microsoft Office, HTML, CSS and Wordpress
- Mentor and teacher to junior graphic designers as well as design students
- English and French fluency

### Education

#### Graphic Design Media Advanced Diploma

September 2006 - September 2008

Centennial College, Toronto, Ontario

#### Art Foundation Studies Certificate

September 2005 - May 2006

Centennial College, Toronto, Ontario

### Interests

Ongoing musical studies - Grade 8 in both Piano and Alto Saxophone, currently playing the cello in an amateur string ensemble  
Restoring and riding vintage motorcycles - Currently riding a Vulcan 800 and restoring a Ninja 250

Digital Portfolio [www.osheadesign.com](http://www.osheadesign.com)  
References Available upon Request

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