

KRIS STEEVES

Toronto / 416 887 0048 / krissteeves@me.com / www.krissteeves.com

OBJECTIVE

To provide compelling art direction and design to achieve and exceed clients' objectives.

QUALIFICATIONS

- 10+ years of conception and production experience in motion graphics, video editing, broadcast design and print
- Able to effectively direct, execute and deliver clients' needs
- Prioritize, quote and timeline tasks to meet deadlines
- Unparalleled expertise with 2D & 3D animation using Adobe After Effects and C4D
- Great video editing skills in Premiere, Final Cut and Avid Media Composer
- Excellent skills in Adobe Photoshop and Illustrator
- Extensive knowledge of video codecs and file types

EMPLOYMENT

Feb/15–present SENIOR ART DIRECTOR; Promotivate, Toronto

- Direct, design and produce advertising and promotions for Safeway/Sobey's, Hoover, LG, Home Hardware both print and digital

Nov/04–present FREELANCE DESIGNER; MacLaren McCann & various, Toronto

- Quote, create and manage motion graphic, website, logo & print production
- Completed contracts for MacLaren McCann, Olson, Spider Marketing, GCI Group, Specialty Board Games
- Worked on campaigns for clients including Chevrolet, GMC, World Vision, Molson/Coors, Interac, The Heart and Stroke Foundation, Janes Foods, Energizer, Crowne Plaza, Mattel/Fisher Price, McCain Foods, Pedigree, Whiskas, Sensodyne, WWE and Nascar

Jan/11–Jan/15 CORPORATE VIDEO PRODUCER; Fidelity Investments, Toronto

- Shoot and edit Fidelity TV content and corporate video for Fidelity.ca in our TV studio
- Chroma keying and motion tracking moving shots
- 3D Virtual set design

Jul/05–Oct/09 DIRECTOR OF DIGITAL CONTENT; Artisan Complete, Toronto

- Responsible for establishing the digital signage division at Artisan Complete, a 30yr old retail merchandising company
- Directed and managed a team of three motion graphics artists and interactive designers
- Worked on creative advertising and marketing materials for various clients including Home Hardware, LCBO, Diageo, Molson, Heineken, Whole Foods, McNeil Consumer Healthcare, Lego, Harley Davidson
- Awarded 11 medals of excellence at The OMA Awards Ceremony from POPAI (Global Association for Marketing at-Retail)

May/01–Oct/04 MOTION GRAPHICS DESIGNER; Neo Advertising, Montreal

- Designed and/or worked with clients' existing advertising materials to create broadcast spots to be displayed on large-format digital billboards. Clients include General Motors, Mastercard, Nike, Sony, Warner Bros, Unilever.
- Corresponded with clients and assumed duties of Senior Creative Director while away
- Compressed, encoded, managed backups and responsible for file delivery to clients
- Maintained our clients' ftp sites

Jan/97–Sep/00 ANIMATION TECHNICIAN; Covitec 2D Animation Centre, Montreal

- Composited and coloured vector drawings on over twenty different animated television series using USAnimation, Pegs and TTK in a Linux environment

EDUCATION

/00 MULTIMEDIA DIPLOMA; International Academy of Design, Montreal

- Successfully completed a year-long intensive program covering all areas of visual, multi-media design and web production at the top of my class

/99 Bachelor of Fine Arts; Concordia University, Montreal

- Obtained a BFA with a major in Studio Art and Design. My studio time covered all aspects of visual arts including drawing, painting, photography, print media and design.

ACCOMPLISHMENTS/INTERESTS

- Awarded a Concordia University 95/96 Entrance Scholarship
- Exhibited artwork in a solo painting show, a solo photography show, a print media show and several ceramic arts shows
- Published photography in several print publications
- Received a Certificate of Bilingualism after completing 12 years of French Immersion

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CLIENT

ORECK Air Purifiers

OBJECTIVE

Create a campaign to introduce a new product line in the air purifier market. From concept until final output, I had involvement in all aspects of the creation.



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CLIENT

Hoover Steam Scrub 2-in-1

OBJECTIVE

Conceptualize, storyboard and cast a commercial that highlights features and demonstrates the versatility of the steam mop.



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CLIENT
Coca-Cola

OBJECTIVE
Compile, edit and animate an advertising highlight reel for CC's 124 year anniversary.



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CLIENT
GM/Chevrolet

OBJECTIVE
Composite new store facades
into pre-existing footage for
their "Employee Pricing"
campaign.



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CLIENT

McDonalds/Synergy Media

OBJECTIVE

Produce video content for an in-store network.

