

Richard Almasi

Senior Web Designer // Art Director

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Summary

An Art Director and Senior Web Designer with over 9 years' experience in user- and brand-centric design for the Web, with strong leadership and team coordination abilities.

Design Experience

Critical Mass

Contract Art Director

2010

I provided design and direction for consumer websites, microsites, and iPhone applications in automotive, financial, and packaged goods. Brainstorming sessions led to concepts which use digital to drive full campaigns, integrating with mobile and social media, and enhancing interaction with the live product through digital.

Momentum Advanced Solutions

Associate Creative Director

2003 - 2009

As Associate Creative Director on the Mazda Canada account, I helped take projects from concept to completion, providing direction and management to a small team of Designers and Flash Developers. Involvement included conceptualization, strategy, art direction, design, Flash development, audio and video editing, and project coordination, working directly with the Momentum team, the client, and the ad agency.

Roles on other accounts included design for existing accounts, pre-sales initiatives, and pitches.

MapleSolutions

Junior Designer

2002

Working with the Creative Director and Senior Designers, I helped design several interactive projects for Canadian rock and indie bands, including The Headstones, Sam Roberts, and The Lowest of the Low, for distribution online and on CD-ROM. I was also responsible for design and production work for several Standard Radio and MapleMusic Websites.

Skill Set

Over 9 years' Web design experience working with clients ranging from sole-proprietorships to some of Canada's largest corporations. Ability to understand business and user requirements, provide conceptualization and strategy, and translate them into user- and brand-centric Web design. Experienced in managing multiple projects, providing direction to the Creative team and third-party suppliers, and keeping within budgets and timelines. Solid understanding of user experience, interactive process, and brand strategy.

My essential toolkit includes Photoshop, Illustrator, Flash, and Dreamweaver. I'm intimate with Web-standard HTML and CSS, image editing, and Flash design, and comfortable with audio editing, video editing using Premiere, and ActionScript 1. I have a passion for type, and I keep wanting to know more. I sit on the fence about the PC vs. Mac debate and use either comfortably.

Clients

Baycrest

Chrysler Canada

Degrees Kitchen Store

Gabby's Restaurants

Hyundai Canada

Mazda Canada

Nissan (Global)

Richardson GMP

Royal Canadian Mint

Scotiabank

Standard Radio

Telus

Universal Music