

Paul dela Merced

delamerced.com

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416 559 9578

QUALIFICATIONS

ART DIRECTION – Ability to conceptualize “out of the box” ideas under pressure

GRAPHIC DESIGN – Keen attention to detail and creative rich user experiences

MULTIDISCIPLINARY – Strong grasp on various media including online, video and print

EXPERIENCE

Art Director - GRIP LIMITED

FEBRUARY 2013-Present

179 John St

GRIP's small and nimble work environment allowed my multidisciplinary skills to shine. Handling several projects in print, interactive, video and social.

Highlights:

- Lead Art Director in winning the McCain Foods pitch
- Grow the ACURA and RBC Insurance business by developing and selling additional ideas
- Contributed to the growth of McCain's presence in social
- Oversaw the launch of multiple responsive ready experiences like KFC, McCain, Kokanee: The Movie Out Here, Listerine, and Zantac

Brands: ACURA, McCain, RBC Insurance, Kokanee, KFC

Art Director - RocketXL/DARE, Cossette

JUNE 2011 - FEBRUARY 2013

502 King Street West

RocketXL's mantra of “ideas born in social” gave me a new and unique way of creating ideas. Focusing on social insights and online behaviours to help tell brand stories allowed me to develop further as an Art Director.

Highlights:

- Heavily contributed to the ideation and design of two winning pitches: Maple Leaf and CocaCola
- As the sole Art Director at RocketXL, my responsibilities include taking a lead role on a majority of projects as well as mentorship to the younger staff and interns
- Working with THE HIVE, I lead the design and IA of the highly successful “Make Your Face a Maynards” Facebook experience

Brands: Maynards, NHL, Samsung, NFL, Dairy Milk, Drambuie, Grey Goose, PC Financial, Diet Coke, HALLS, Vaseline

Motion and Graphic Designer, Publicis Modem

SEPTEMBER 2008 - JANUARY 2010

111 Queen Street East, 2008 - Present

With a background in Multimedia Design and Creative Advertising, I have been able to bring the technical skills to make exceptionally engaging ideas come to life. I have worked on several online campaigns from ideation to design production. In addition, I have also worked on several pitch work and high level agency projects.

Brands: Rogers, Purina, LG, Alexander Keiths, CIBC, KIA Motors, Home Depot, Labatt, Grand and Toy

Studio Designer, Organic

2008

360 Adelaide Street West 2008 - 2008

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AWARDS

MCCAIN - "MODIFRY"

- CASSIES - Bronze
- MIA's Best in Integrated/Multichannel Campaign - Shortlist

TEST LAP - ACURA

- Carte Blanche - Finalist

MAKE YOUR PREDICTION - MTV

- Applied Arts - Online single

MAKE YOUR FACE A MAYNARDS

- Shopper Innovation Awards - Silver
- PROMO! Awards:
 - Best of Show
 - Best Integrated Campaign (Gold)
 - Most Innovative Idea (Gold)
 - Best Activity Generating Brand Awareness (Gold)

TAPPED IN - FUTURES SHOP

- Applied Arts - Interactive Award

WHAT'S ON THE END - FRUIT BY THE FOOT

- Applied Arts - Interactive Award

EDUCATION

Never Present in the Dark Workshop (2011)
Joan McArthur Training & Consulting Inc

Humber College, Toronto (2005-2008)
Creative Advertising

Humber College, Toronto (2003-2005)
Multimedia Design and Production Technician

SKILLS

- Creative Suite:
 - Photoshop* *Illustrator*
 - Premiere Pro* *After Effects*
 - Dreamweaver* *InDesign*
 - Lightroom* *Flash*
- *Keynote*
- *Invision*