

C. Kareem Leach

2013-50 Cambridge Ave. Toronto, Ontario, Canada. M4K 2L3
p: 416.817.2436 | e: ck@aquadynelabs.com

CREATIVE OBJECTIVE

Manifesting something as intangible as an idea into an appropriately-targeted visual communication these days is no simple task. Having the ability to turn concepts into reality, to invoke an emotion, to plant insight and to broaden one's perspective is not only invigorating to me as a creative, but rewarding as well.

CREATIVE PROFICIENCY

- Traditional and Digital Artist
- Graphic Designer
- Vector artwork
- Web Publisher
- Front-end UI designer
- Animator (Traditional)
- Character and Conceptual Designer
- Creative Development
- Corporate ID / Logo Design
- Desktop publishing

TECHNICAL KNOWLEDGE

- Microsoft Windows XP, Vista, 7
- Mac OSX Jaguar, Tiger, Leopard
- Microsoft Office, Corel Suite
- Adobe Creative Suite
- HTML, XHTML, CSS, Javascript
- Content Management System: Wordpress, Drupal, SilverStripe, SimpleCMS
- Basic video editing: Adobe Premiere, Final Cut Pro, Pharos Mediator

ADDITIONAL SKILLS/EXPERIENCE

- 10+ years of web design experience with HTML
- Worked in PHP and .NET environments
- Wireless Communications Technical Support
- 7+ years Collective Customer Service Experience
- Team Collaboration
- Conceptual Art and Storyboarding
- Comic book writer and publisher
- Custom collectible dolls creation and design

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WORK EXPERIENCE

Corus Entertainment, Toronto Ontario

Media Services Operator

Dec.2010 – Jul.2011 (contract)

Description: Worked with the Media Services group. My daily duties generally entail quality control of ingested video content and preparing videos for broadcast. Any and all shows that are to be broadcast or distributed by Corus media group are screened, segmented, and then reviewed before being sent into the Approval queue. I work closely with the Review and Approvals group, which are the final steps in the workflow.

Skills/tools used: Quality assurance, segmenting and approvals (Pharos Mediator 4)

Envivo Entertainment Inc., Toronto Ontario

Digital & Print Media Manager / Web Designer

Mar.2010 – Aug.2010 (on contract)

Description: I was assigned head of all digital and print media with this Latin entertainment company. Designing the site, creating and tweaking the brand, and providing the visual communication for Envivo were my projects. My daily duties were maintaining links and functions, converting and uploading all videos, some basic video editing on interviews and news from Envivo, creating print collateral for marketing and advertising purposes, correcting, sizing and creating the photo galleries, and general content management.

Skills/tools used: Draft & design site (Photoshop), wireframe HTML+CSS (Dreamweaver/hardcode), integrate .NET code, Dreamweaver

Ontario Teachers' Pension Plan, Toronto Ontario

Intranet Web Producer

Jun.2009 – Apr.2010 (contract)

Description: I helped develop and continued to manage the Corporate Communications intranet. Web design, custom coding, uploading documents, images and multimedia, keeping consistency and maintaining links between our site and family of intranets were my daily tasks. Often, there were requirements for changes to formatting or requests for editing and integrating audio/video material. All new material and integration of new media or code was first built and demoed in a staging environment before being sent for approval.

Skills/tools used: Create templates in HTML+CSS (Dreamweaver/hardcode), integrate JQuery/AJAX snippets, create graphic elements (Photoshop)

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JIM Media Inc., Mississauga Ontario
Creative Director / Web Designer
Jun.2007 – Dec.2009 (contract)

Description: I was creative lead on all web designs, print collateral and marketing material. Our primary focus was building custom association sites on the Wordpress CMS platform. My main duties are SEO-friendly and compliant web programming in HTML and CSS (including some Javascript, Flash, and PHP), as well as performing site maintenance, site redesigns and web/print related concepts. I would collaborate with clients on design and development, provide training material to site administrators, and oversee the project from design to delivery. Some examples of our Wordpress platform sites include RCAF Museum, Air Force Association of Canada, CAWIC, and Solera Corp just to name a few. JIM Media also specialized in e-Marketing, e-Commerce, and Content Management solutions.

Skills/tools used: Draft & design site (Photoshop), wireframe HTML+CSS (Dreamweaver/hardcode), publishing and documents (InDesign) integrate JQuery/AJAX snippets, vector logos and print material (Illustrator), integrate CMS (Wordpress)

Projects with JIM Media:

- **Solera** (redesign) - <http://www.soleracorp.com/>
- **Nuvocare Health Science Inc.** (new family of sites)
AGEOFF - <http://www.ageoff.com/>
Skin-Minus – <http://www.skinminus.com/>
SleepON – <http://www.sleepon.com/>
WeightOFF - <http://www.weightoff.ca/>
AGEOFF (Direct Marketing) - <http://tryageoff.com/ca/>
WeightOFF (Direct Marketing) - <http://tryweightoff.com/ca/>
- **CAWIC** (redesign) - <http://cawic.jim-media.com/>
- **Architectural Assoc. of Ontario** (redesign) – <http://www.aato.ca/>
- **Conference of Defence Assoc.** (redesign) – <http://www.cda-cdai.ca/>
- **Intimacy Kit** (new) - <http://www.intimacykit.com/>
- **Fitness 365** (redesign) - <http://fitness365.ca/>
- **Campus Plus** (redesign) - <http://campusplus.com/>

Geosign Corporation, Guelph Ontario
Web Designer / Front-end Developer
Sept.2006 – May.2007

Description: My title was web designer for the Electronics group and micro portal sites. I was working in an SEO-driven environment and was trained in image, content and code optimization. Throughout my stay, I had to conceptualize and build out new designs, update and manage content, and add page elements and images on a daily basis for Geosign blogs and other stand-alone sites.

Skills/tools used: Customize HTML+CSS templates (Dreamweaver/hardcode), work in CMS (Community Server), create graphical elements (Photoshop)

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AquaDyne Labs, Toronto Ontario
Freelance Designer / Founder
2002 – Present

Description: Designing and developing websites for over 12 years now, I've designed and developed corporate IDs, logos, print collateral, marketing sites, e-commerce sites, and other types of graphic and web animated properties professionally. From individuals with small budgets to large-sized businesses, I've seen it all. All sites built are CSS-driven, compliant HTML/XHTML and my content management of choice is Wordpress. I have over 4 years of working with it exclusively, though I have built templates and developed on other CMS such as Drupal, WCM, IBM Lotus Web CMS, Pulse CMS, and other smaller ones. Sites designed are all hand-coded from scratch (unless client has a template) and design work is constructed in Photoshop/Illustrator before being segmented and wireframed.

Skills/tools used: Draft and design (Photoshop), HTML+CSS wireframe (Dreamweaver/hardcode), photo editing, video editing (Premiere), vector art for web and print (Illustrator), create animated elements (Flash), integrate dynamic code snippets, integrate CMS (Wordpress)

Freelance projects under AquaDyne Labs:

- Liberty International Church (new) - <http://www.myliberty.ca/>
- RumbleKIDZ (new) - <http://www.rumblekidz.ca/>
- Brazilian Portuguese Pod (redesign) – <http://brazilianportuguese.com/>
- Nutrition Avenue - <http://www.tylunited.com/nutrition/>
- Bios+ Right Living (new) - <http://www.biosplus.ca/>
- Hosstyle Wear (new) - <http://www.tylunited.com/hosstyle/>
- Tru Vibes Comic (new) - <http://truvibescomic.com/>
- Vesuvio's Pizzeria & Spaghetti House (new) - <http://vesuviospizza.com/>

Additional websites and conceptual designs are available on my online portfolio - www.ckleach.com

EDUCATION

CDI College, Toronto Ontario
2005-2007 – Post-Secondary
· Program Analyst / Web Developer Diploma

School of Classical Animation, Toronto Ontario
1998-2000 – Post-Secondary Private
· Classical Animation Diploma