



Neil Thorne B.F.A.

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Summary

An excellent team member whose education and 28 years of graphic design experience have provided strong skills in the following areas:

- Art Direction
- Creative Management
- Graphic Design
- Integrated Branding
- Web Site Design
- Typography
- Marketing
- Motion Graphics
- Design Instruction

Skills

Fully fluent utilizing the following:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Microsoft Office
- HTML
- CSS

Intermediate experience:

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Audition

Education

Canadian Marketing Association

Integrated Branding Course, 2014

York University, Toronto, Ontario

Honours Bachelor of Fine Arts, 1992

Major: Visual Arts (Graphic Design) including Visual Communication Design and Typography

References available upon request

Experience

Vice President, Creative

snapd Inc., Social media company, Newmarket
January 2006 to present

- Manage the graphic design agency that exists within the snapd brand. Responsible for overall creative direction of the firm and the graphic designers working under my management.
- Clients include: York9 Football Club, Barbados Tourism, Newmarket FC, Vince's Markets, ELMNT FM, Festivals & Events Ontario, Oshawa Community Credit Union, WTFest
- Champion the development and implementation of the snapd brand across all platforms including print (newspaper, marketing materials), augmented reality, websites, social media, advertising and external media
- Conducted reader surveys to determine demographics and identify future corporate growth categories
- Spearheaded and oversaw the strategy and launch of a new brand - snapd Inc. - that ushered SNAP Newspaper Group Inc. into a new position as a social media company
- Develop marketing and brand building campaigns aimed at increasing awareness of the snapd brand in existing and new markets
- Co-manage a creative team of up to 17 graphic designers

Other positions:

- 2006 Graphic Designer
- 2006-2008 Creative Director
- 2008-2018 VP Brand Development
- 2019 Interim Manager, IT Department

Co-owner, snapd Kingston (Franchise)

January 2014 to January 2017

- With my partner, oversaw the day to day operations including the work of a general manager, sales, administration, public relations, marketing & social media
- Received the 2016 Kingston Chamber of Commerce Small Business of the Year Award.

Owner/Designer

Neil Thorne Graphic Design, Newmarket
April 2003 to January 2006

Art Director

Nyman Ink, Publications/Graphic Design Firm, Toronto
January 1999 to March 2003

Web Designer/Creative Director

Interlog Internet Services, Internet Service Provider, Toronto
February 1997 to June 1998

Marketing Assistant

Melmart Distributors Inc., Floor Covering Distributor, Mississauga
June 1993 to January 1997