



Having worked in the marketing and graphics field for many years, I still love to create and design. Gaining valuable experience working in several business categories (technology, manufacturing, production, social networking and end user branding/content marketing). Much of my focus to date has been spent working with integrated brand marketing, packaging and creative design.

Please find below a list of my over all skillset:

- design and art direct advertising campaigns, from creative brief to launch
- design and art direct photo shoots, including hiring & management of creative crew
- team lead
- package design and development
- integrated brand development & design (concept to production)
- ad production & pre press
- direct mail
- outdoor (vehicle graphics, transit, billboard...)
- logo development and design
- web layout and design
- brand and market analysis
- promotional design (posters, pamphlets, postcards, P.O.P.)
- product photography
- video production & editing
- illustration experience & fine arts background
- content marketing & design

I take great pride in the design work I create and always strive to deliver focused, effective, functional designs and layouts. I am a strong communicator and enjoy individual and collaborative team environments...

Outside the office, I enjoy renovating, snowboarding, yoga, painting & drawing, music, biking, working on cars, trails with my dog, time with my kids and general enjoyment of life!

I thank you for your time and consideration and I look forward to hearing from you.
Please review my portfolio at www.rogier.ca

t | 604-786-0896
e | pete@rogier.ca
w | www.rogier.ca

Sincerely,

Peter



I am a very experienced Graphic Designer & Art Director. Gaining valuable experience in technology, manufacturing, production, social networking and end user branding/content marketing. From concept to finished brand, full campaign and packaging designs...

EMPLOYMENT HISTORY:

ROGIER DESIGNS

January 2016 - present

GRAPHIC & PRODUCTION DESIGN, ART DIRECTION

General contract graphic, production and marketing designs. Some of my current clients include Kwikset Locks, National Hardware, Weiser Locks, Pfister Faucets, U-Lock Storage...

- creative design
- production
- art direction
- package design

CITY OF BURNABY

June 2019 - June 2023

GRAPHIC DESIGNER

General graphic, video production and marketing design for various projects for the city of Burnaby.

- layout & design
- style & brand guides
- video production
- content marketing & design

LMI 3D TECHNOLOGIES

May 2015 - January 2016

GRAPHIC DESIGNER

January 2012 - June 2013

A leader in 3D sensor scanning and inspection technology for industrial measurement and control applications. Content based marketing at an international level.

- layout & design
- style & brand guides
- video production
- content marketing & design
- tradeshow booth design + collateral
- solution, product & industry based brochures
- case study content design

EAB TOOL CO.

May 2014 - 2015

SENIOR GRAPHIC DESIGNER

Exchange-A-Blade, established in 1976, is a pioneer in the development of exchangeable power tool accessories for the North American hardware and building supply markets.

- brand re-design (corporate & product)
- package design & production
- pop design & production
- catalogue production

BLACKROCK MEDIA

August 2010 - January 2012

PARTNER | CREATIVE DIRECTOR -DESIGNER

A full service branding & marketing company. Mainly focused on brand marketing through TV and web commercials and more traditional print and POP advertisements.

- art direct & design
- web design/layout
- broadcast tv commercials
- integrated branding & marketing
- video production

[Click here to link to Portfolio.](#)



STANLEY BLACK & DECKER HHI May 2008 - August 2010
SENIOR GRAPHIC DESIGNER

The HHI Group is responsible for the Canadian divisions of Weiser, Kwikset, Baldwin, K2 Commercial Locks and Pfister. The position also encompasses collaborating with the U.S. teams and production facilities in Mexico and Asia.

The position was unfortunately moved to Toronto and I was not interested in transferring at the time.

- print media (ad campaigns, brochures, catalogues...)
- package design, development & production
- pop (home depot, lowes, rona...)
- website layouts
- sales brochures, price books, various sales support...
- delegate overflow of various jobs to contract designers
- art direct and guide agency on various projects
- work with the marketing manager to develop tv campaign
- supporting role to national sales team

TELIGENCE January 2000 - November 2006
GRAPHIC & PRODUCTION DESIGN

Teligence develops and delivers voice-enabled services for social networking and entertainment in North America. Advertising in over 500 national publications and tv channels through print, web and tv commercials.

- design and art direct advertising campaigns
- integrated brand design
- management & hiring of creative production crews in Canada & US
- direct mail campaign design
- outdoor campaign design (vehicle, transit, billboard...)
- ad production (for over 850+ publications across North America)
- promotional (posters, pamphlets, postcards, p.o.p.)

IMAGE WEST SCREEN GRAPHICS Sept 1998 - Jan 2000
PREPRESS & GRAPHIC DESIGN

IMAGE-WEST was incorporated in 1988 with the goal of being the most service oriented Outdoor & Point of Purchase Print provider in the Pacific Northwest. Outdoor and point of purchase advertising, one through full colour screenprinting, large format printing & digital production.

- creative design
- film production for transit shelters, billboards...
- transit shelter & billboard design
- prepress & configuration of files
- large format printing
- company advertisements

PEOPLES DRUG MART June 1997 - October 1998
ADVERTISING COORDINATOR - GRAPHIC DESIGN

A health tradition since 1976, Peoples has more than 45 stores in British Columbia, and is one of B.C.'s leading independent pharmacy and drugstore retailers. Design, production and co-ordination of all print, brand & point of purchase advertising.

- design & layout
- 20" broadsheet flyer (4-8 pages)
- prepress & configuration of files
- 64 page colour booklet
- package design
- preparation & co-ordination for photography
- proofing copy, maintaining schedules
- preflight check before press run

[Click here to link to Portfolio.](#)



EDUCATION HISTORY:

VANCOUVER COMMUNITY COLLEGE ☆ SPRING 2023
Provincial Instructor Diploma Program (PIDP).

LANGARA COLLEGE ☆ FALL 2005
Art Director Course - Creative Thinking.

VANCOUVER FILM SCHOOL ☆ SPRING 2004
Storyboarding for film & animation.

ADOBE TRAINSTATION ☆ SPRING 2002
Dreamweaver course.

B.C.I.T. ☆ 1996 - 1997
Completed Quark Xpress, Adobe Illustrator, Photoshop, Graphics level 1 & 2, Marketing Communications and Photography.

KWANTLEN COLLEGE. ☆ 1996
Fashion History and English Composition

GASTOWN ACTOR'S STUDIO ☆ FALL 1995
Attended actor's scene study classes.

UNIVERSITY OF VICTORIA ☆ 1992-3 & 1995
Attended UVic , majoring in literature & fine arts.

EMILY CARR COLLEGE OF ART & DESIGN ☆ SPRING 1994
Part-time studies.

VANCOUVER COLLEGE
Graduated from V.C. in June of 1991.
In addition to my diploma, I received the Michael Dunne Art Award.

REFERENCES :

Steve Kolobaric
(416) 553-4230
steve.kolobaric@spectrumbrands.com
Director of Marketing - Spectrum Brands

John Hopkins
(604) 202-7957
Director, Policy Planning - City of Richmond

Jay Jones
(778) 237-7847
jjones@joeyrestaurants.com
Bar Development Leader - Joey's Restaurant Group