



# JAMIE LAWSON

GRAPHIC DESIGN AND ART DIRECTION

## INFO

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Name

Jamie Lawson



Address

1039 Marconi Ave.  
Kanata, Ontario, Canada  
K2W 0C4



Phone

450-405-9668



Email

jamie.lawson@hotmail.com



Website Portfolio

[www.jamielawsondesign.ca](http://www.jamielawsondesign.ca)

## RECRUITING OFFICER

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Good day,

My name is Jamie Lawson and I am introducing myself as a candidate for the position of Graphic Designer in the National Capital Region. I believe I would be a strong asset to the team as I have vast experience in digital and print media.

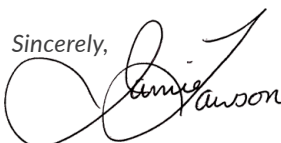
Having over sixteen years of agency experience with national and international clientele, I bring extensive knowledge to the field of graphic design, advertising, print production, motion graphics and video editing. As such, I have worked with amazing creative teams, participated in exciting pitches and worked on campaigns in the private sector. I have worked directly with clients, as part of a creative team, coordinated suppliers and managed projects.

I am a trained graphic designer and art director and would bring a creative perspective aiding in the development and production of materials produced on an ongoing basis. I am able to cost out and estimate projects quickly and have experience analysing the broad view. I possess extensive and diverse experience working in a Macintosh and PC environment, as well as many software applications.

I presently work as a senior graphic designer, am able to manage project traffic, help fellow designers coordinate projects with clients, facilitate the delivery of solid, consistent and cohesive creative products and have the confidence to present to upper management. I possess a positive attitude, demonstrate competence and professionalism, treat members of the community with respect, exercise care and find solutions.

I look forward to the opportunity of meeting with you and further discussing my qualifications.

Thank you in advance for your consideration.

Sincerely,  


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Facebook  
[www.facebook.com/amieJdesign/](http://www.facebook.com/amieJdesign/)



## SPECIALIZING IN

Graphic Design	Brand Development	Digital Photo Manipulation
Art Direction	Message Development	Motion Graphics
Advertising	Social Media Design	Project Management



## WORK EXPERIENCE

January 2013 – present

amieJ Design

*Founder, Senior Graphic Designer*

My objective is to create visually stimulating and engaging marketing materials with a strong message. The target is always in sight, ensuring that projects remain on track and goals are effectively met.

My assignments have included creating graphic design for various clients including Wild Hibiscus Co., the Knowlton Literary Festival and Eastern Townships Docks. I have designed several promotional products such as; product brochures, catalogues, warranty manuals, brochures, posters, flyers, product sheets, sales sheets, infographics, pitch decks, apparel, package design, point of purchase displays, retractable banners, feather flags and trade show exhibits. I also have significant knowledge in copywriting and print production. I value and foster strong relationships with suppliers and always appreciate their recommendations.

I have extensive experience in providing digital creative for web. My clients include; Wild Hibiscus Co., Beaulieu Canada, the Knowlton Literary Festival, the author Robert Paterson and Russell Plumbing. I have created digital brochures, newsletters, warranty manuals, instructional manuals, infographics, digital banner ads, Kindle book covers and websites. I have designed several social media graphics for various clients, such as; advertisements, posts, promotional videos and page beautification. I have vast experience in producing product photography through image manipulation and compositing as well as experience in motion graphics and video editing.

As part of my skill set, I consider my council to clients a very strong asset. It is part and parcel of what I do on a daily basis with my clients. I advise on design, typography, layout, production and photo research.



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## WORK EXPERIENCE CONTINUED

I have considerable experience using the industry standard tools that Adobe provides on a daily basis, including; InDesign, Illustrator, Photoshop, Acrobat, After Effects and other applications included in the Adobe Creative Suite. I will use Illustrator or Photoshop to create graphic elements or manipulate photography, then import to InDesign to create layout and final artwork. Adobe's software is an essential part of a graphic designer's toolbox to create clean and press ready artwork. I am familiar with MS Office and use it on a daily basis to produce or edit copy. I also have experience with MS PowerPoint.

June 1999 - 2015 January

Rhett Lawson Communications Inc.

*Partner, Art Director, Senior Graphic Designer, Marketing*

As an innovative designer and polished communicator I directed all aspects of accounts procured by RLC. Motivated clients in the expansion of their business capabilities. Strengthened existing working relationships with clientele and managed and motivated colleagues in challenging projects. Successfully launched engaging brands and oversaw complicated projects. Expanded the visibility of companies with branding, graphic design, websites, social media and video. I worked closely with the senior executive to conceptualize, design and launch advertising sites, thus furthering goals. This led to a position as senior graphic designer, art director and sequentially partner with the advertising agency, RLC Inc.

As with all my clients, I execute the necessary research to fully understand both the client's product and the competition's. It is essential to have a discovery session as often the client is unsure of what they require. It is my job to interpret the objective. I provide council on current trends and applications available. After establishing the client's mandate, I formulate a strategy and begin the design process. Occasionally, I have enlisted the aid of focus groups. It is essential to maintain positive attitude when providing advice, demonstrate competence and professionalism.

I uphold the fundamentals in design - messaging being the most import, followed by balance, proximity, alignment, repetition, contrast and space. Careful selection of typography and images are fundamental in successful design.



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## EXPERTISE

- Graphic Design
- Brand Development
- Message Development
- Advertising
- Social Media Design
- Exhibit Design
- Package Design
- Promotional Videos
- Motion Graphics
- Digital Photo Manipulation
- Project Management

## INTERESTS



Travelling



Cooking



Gardening



Space Rocks



Photo



Cabin



## EDUCATION

September 1996 - June 1999

Dawson College, Montréal  
*Diploma in graphic design*



## TECHNICAL SKILLS AND EXPERTISE

Adobe InDesign	Adobe After Effects	Creative	Analytical
Adobe Photoshop	Photodex ProShow	Communicative	Resourceful
Adobe Illustrator	MS Office Suite	Collaborative	Authentic
Adobe Acrobat	Wix/SquareSpace	Driven	Engaging



## REFERENCES

Chris Muir  
*Manager-North American Operations  
at Wild Hibiscus Flower Co.*  
**Phone** 450-522-5797  
**Email** chris@wildhibiscus.com

Robert Paterson  
*Author & Publisher,  
Online Coordinator of Tempo*  
**Phone** 450-204-5780  
**Email** robert.paterson@gmail.com

Joseph Singerman  
*Corporate Communications for the  
Department of National Defence*  
**Phone** 514-501-9919  
**Email** joseph@singerman.ca



## LANGUAGES

English  
*Mother tongue*

French  
*Basic, written & spoken*



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## VOLUNTEER EXPERIENCE

2018 - Present

Tales For Tots - Parent Child Literacy Program

*Cause: Children*

Produced info graphics and electronically rendered an illustration by 8 year old Sophia Scott to create the logo for the Tales for Tots - Parent Child Literacy Program.

2016 - Present

Tea Party For Animals

*Cause: Animal Welfare*

Designed promotional material for The Tea Party for Animals. The Tea Party Committee is a group with the goal of organizing fundraising events to improve the facilities of no kill animal shelters.

2015 - Present

Cyclosporive 100B7 - Gravel Road Race

*Cause: Health*

It's not a race, it's an epic ride! Designed promotional material for Olympic athlete Lyne Bessette's charity event, Cyclosporive 100B7. This gravel road race is open to all cyclists from the experienced to the enthusiast. Each year 100B7 proudly sponsors a young person with a debilitating illness.

2012 - 2015

Canada Day In Brome Lake, QC

*Cause: Arts and Culture*

Organized and executed the Canada Day festivities from conception to completion for a population of 5,600. Responsibilities included; Recruiting volunteers, obtaining government grants, organizing large and small scale fundraising events, securing the event location, sourcing and securing event entertainment and pyrotechnics, employing security, obtaining insurance, procuring town and police permissions, organizing parking and personally producing the event graphic design, video promotion, advertising and social media pages.