



## Craig Cullimore

Communications Designer  
craigcullimore.myportfolio.com

**Phone** 604.721.5009  
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#801-289 Alexander Street  
Vancouver, BC, V6A4H6  
Canada

### Profile

I'm a creative, passionate and skilled communications and digital designer. With curiosity, creativity, problem solving and technical skills, I take a holistic approach when delivering creative solutions.

With a proven track record for successfully implementing engaging design solutions, I excel at creatively telling a project's unique story resulting in increasing a company's presence, encouraging dialogue and promoting greater engagement.

Whether I'm creating with cross-functional teams or independently managing projects and timelines, I bring a level of enthusiasm, team spirit and passion that comes from collaborating, innovating and delivering great ideas.



### Experience

My design and visual communications work has led to experience with many industries where I've helped clients stay on budget, exceed goals and excel at their marketing and business objectives.

With skills honed in ideation, conceptualization, innovation and collaboration, I've designed many logos and identity systems, worked extensively in web design, digital design, visual design and UI. My work has helped elevate client's presence and engagement across online and traditional media.

My print design, from media kits and collateral to trade shows and outdoor displays, has resulted in greater lead generation and customer engagement. My efforts have also garnered a few industry awards.

I know web design, responsive web, mobile first, the application of design methodologies and the importance of being flexible, innovative and keeping up with new technology.

Clients I've worked with include: BCLC, Great Canadian Casinos, Sutton Place Hotel, NPA, Pidgin, BlueShore Financial, ACL, Annex Pro, National Communications, Star Resorts, Adventure West Resorts, Monsoon, DreamWines, SunCal Energy, BetAmerica, Kasian Kennedy, Zafiro, WildCat Energy, Wolverton Financial, Excalibur Assets, NS Connexions, and Synergy Inc.

#### **BetAmerica, Senior Digital Designer, 2014–Present**

- Responsible for identity design and development, managing and extending the visual brand.
- Art directing, designing websites and collateral while meeting business and marketing goals resulting in company growth to become the third largest player in the industry.
- Developing guidelines and materials to elevate the branding initiatives leading to greater customer engagement.
- Mobile app - creating wireframes, journey maps and prototypes reducing time and development cost. Results: +20% increase of daily active users, traffic from mobile devices: +47.5% (+9% from tablet) and an increase to 2,025 daily average customers up from 1,199 at launch.
- Designing tradeshow and OOH materials increasing customer acquisition and awareness.
- Writing and following creative briefs, defining project goals.
- Visual design, user interfaces, and user experience for responsive website and web client software resulting in efficient development, better usability, and customer experience.
- Designing event logos increasing brand reach.
- Designing social media assets increasing engagement and awareness.
- Aiding marketing to meet objectives in all aspects of brand promotion.
- Working in cross functional teams planning better overall usability and user experiences.
- Inspiring and encouraging junior designers to expand ideas and challenge themselves to create great work.

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### **Loaded Image Inc., Art Director, Designer, 2001–2015**

- Art directing and project managing, working within client budgets leading to successful creative.
- Writing creative briefs, proposals and RFPs
- Presenting to clients and stakeholders, ensuring projects met timelines, kept on budget and exceeded expectations.
- Designing logos, websites and media packages increasing customer engagement.
- Creating OOH campaigns and materials successfully promoting products and services
- Creating illustrations and data visualizations supporting content in telling a more complete visual story.
- Designing landing pages, social media assets and print helping companies in targeting customers and meet business goals.
- Responsible for game ideation and creation, utilizing Flash in collaboration with BCLC to successfully launch instant gaming products, including games specific to the Vancouver 2010 Olympics.
- Client and supplier relations ensuring the best, well rounded services are provided.

### **Inphinity Interactive (Alea Software), Senior Digital Designer, 1999–2001**

- Designing and maintaining logo/brand development and collateral.
- Managing a team of 6 designers who collaborated and successfully launched many engaging client projects.
- Designing websites, collateral and tradeshow materials, creating game assets.
- Helping marketing and product owners meet business objectives.



### **Education**

**Graphic Design and Illustration** Diploma  
Capilano University, 1992-1996

**Project Management** Certificate  
VCC, 2000

**HTML & CSS** Certificate  
RedAcademy, 2017

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### Skills

Communications design  
Digital design  
Graphic design  
Typography  
Layout  
Visual design  
Ideation  
Conceptualization  
Responsive web design  
UI design  
Wireframing  
Journey mapping  
Logos  
Identity systems  
Illustration  
Infographics  
HTML/CSS  
Print creative  
Collaborative  
Communicator  
Interpersonal  
Listener  
Organizational  
High quality standards  
Multitasking  
Project management  
Entrepreneurial  
Presenting ideas  
Client and supplier relations



### Associations

GDC  
Creative Mornings  
Likemind Vancouver  
Type Brigade  
Creative Pulse



### Hobbies

Photography  
Typography  
Travel  
Hiking and camping  
Custom/classic car shows

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### Software

Photoshop CC ●●●●●●●●○  
Illustrator CC ●●●●●●●●○  
Indesign CC ●●●●●●●●○  
Adobe Acrobat CC ●●●●●●●●○  
Lightroom ●●●●○○○○○  
After Effects ●●●●○○○○○  
iMovie ●●●●○○○○○  
Sketch ●●●●●●●●○  
Marvel ●●●●○○○○○  
Google Docs ●●●●○○○○○  
Slack ●●●●●●●●○  
Redbooth ●●●●●●●●○  
Keynote ●●●●○○○○○  
Visual Studio Code ●●●●○○○○○