

CHRIS GOODWYN

art direction * motion design



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* profile

Chris Goodwyn is an Interactive Art Director and Professor of Digital Media Arts at Seneca College here in Toronto, Ontario. He enjoys being given impossible tasks - if only for the drive that is created to achieve that task. Brands that Chris has experienced include work for Grey Canada on RIM, Pringles, eTrade, Playtex, Folgers and Greenies, for Organic on the Chrysler USA account, Critical Mass on Dell Canada, and BBDO on Chrysler Canada. In addition Chris has also worked on Manulife Financial, Nestle, OSPCA, Ferrari and Maserati.

Living in the world of branding and marketing, Chris breathes Photoshop and Flash, and devours social media. His passion for design stems from creating the unexpected to entice interactivity and interest.

Creatively, in addition to design, Chris also enjoys photography, soul soothing music, and he actively wraps himself in worlds of his own creation via creative writing, and storytelling.

* proficiencies

Chris is proficient in the latest Adobe Creative Suite. With a focus on Photoshop and Flash for online marketing and media, he has extensive experience with online banner and rich media advertising. Chris' experience has also lent him an in-depth knowledge into the process and development of email marketing and design.

Specific Software and Skills

Windows and OS X operating systems

Microsoft Office Suite

Adobe Photoshop / Adobe Flash / Adobe Illustrator

Video for Flash / AS2 and AS3 /

HTML/XHTML / CSS

* employment

Brands Rocked
OSPCA
RIM/BlackBerry
Tourism PEI
AT&T
Chrysler US
Chrysler Canada
Microsoft
eTrade
Maserati
Dell Canada
PricewaterhouseCoopers
Ferrari
Folgers
Pringles
Manulife Financial
Greenies
Umbra
Coors

Freelance Art Direction and Motion Design 2000-Present

PricewaterhouseCoopers 2009-Present

Senior Multimedia Designer

- * Create variety of assets on the internal marketing and branding team, including, but not limited to - websites, banner ads, audio recordings, podcasts, video editing, CSS and HTML work
- * Plan, and provide estimates on project timing and cost
- * Work with a team spread across Canada to maintain brand integrity

Seneca College 2009-Present

Professor, Digital Media Arts, School of Communication

- * Develop the Digital Media Arts Program with other Faculty
- * Plan and Teach Creative Production Management - a course with a focus on production and time management abilities, Web Design, Intro to HTML and Advanced Flash and Actionscript.

Umbra 03/2008 - 10/2008

Lead Web Design

- * Sole Creative for Umbra's eBusiness group
- * Managed and oversaw all aspects of creative and development for marketing materials, as well as the relaunch of a new Umbra website
- * Worked with the Director of eBusiness to prepare and innovate new marketing and advertising programs

Organic 07/2007 - 01/2008

Senior Contributor, Integrated Media

- * Created microsites, rich media advertising, as well as a myriad of other interactive projects for Chrysler LLC
- * Participated in group ideation sessions with fellow designers, copywriters and creative directors to present multiple concepts to clients
- * Worked on tight schedules to ensure quality work and client satisfaction

Critical Mass 11/2006 - 07/2008

Interactive Designer

- * Worked as a team player, with other designers, art directors and project managers to ensure the best possible quality work is being delivered
- * Instrumental in creating two to three email blasts per week, reaching 1 million Canadian consumers and businesses for Dell Canada.

BBDO Windsor 09/2004- 03/2006

Jr. Art Director / Interactive Design Artist

- * Created eMail campaigns, Internet Advertising Media, and microsites for Chrysler, Jeep and Dodge Canada brands on a small four person team.
- * Web Maintenance on <http://www.chrysler.ca> and portal pages.

