

# Annette GERARD

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[www.annettegerard.com](http://www.annettegerard.com)  
[www.creativefever.ca](http://www.creativefever.ca)

## EDUCATION

### Illustration

Illustration Program, Sept. 1980 - May 1983, DIPLOMA, Sheridan College  
Life Drawing, 1989 - 1997, Mohawk College, Continuing Education and Burlington Cultural Centre  
Life Painting, 1990 - 1998, Dundas Valley School of Art

### Marketing

Marketing 1, Winter 1990, Mohawk College, Continuing Education  
Marketing 2, Spring/Summer 1990, Mohawk College, Continuing Education  
Management Marketing, Winter 1991, Mohawk College, Continuing Education

### People Management

National Coaching Certificate Level 1, June 2002, Mohawk College, Continuing Education  
National Coaching Certificate Level 2, June 2003, Mohawk College, Continuing Education  
National Coaching Certificate Level 3, June 2004, Mohawk College, Continuing Education

### Photography

Applied Photography, Fall 2006 - May 2017, CERTIFICATE, Mohawk College, Continuing Education  
(*Lightroom, Winter 2017 • Digital Photography 2, Fall 2015 • Fashion Photography, Spring/Summer 2015, 2014, Food Photography, Winter 2015 • Digital Photography 1, Winter 2015 • History of Photography, Desire2Learn, Winter 2015 • Architectural Photography, Fall 2014 • Portraiture, Winter 2007 • Studio Lighting, Fall 2006*)

### Colour

Colour Management, March 1999, Desktop Publishing Associates in Toronto

### Video

Digital Video Intro, Winter 2016, Mohawk College, Continuing Education  
Mastering Audio, Winter 2015, The Factory Media Arts  
Making Music Videos, Spring 2015, Factory Media Arts  
Final Cut Pro, Spring 2011, The Factory Media Arts  
Garageband, Spring 2011, The Factory Media Arts

### Animation

Adobe After Effects, Winter 2011, Sheridan College  
2D Animation, Foundations, Harmony, Principles, 3D certificates, Matte Painting, [www.lynda.com](http://www.lynda.com)  
Adobe Animate, Dimension, [www.lynda.com](http://www.lynda.com)  
Adobe Cinema 4D and After Effects, [www.lynda.com](http://www.lynda.com)

### Web Development

SEO certificate, Spring 2017, [www.lynda.com](http://www.lynda.com)  
Learning Responsive Design certificate, Spring 2013, [www.lynda.com](http://www.lynda.com)  
Dreamweaver CS6 New Features certificate, Summer 2012, [www.lynda.com](http://www.lynda.com)  
CSS certificate, Summer 2012, [www.lynda.com](http://www.lynda.com)  
Flash, Winter 2003, Sterling Education in Hamilton  
Dreamweaver, Winter 2002, Mohawk College, Continuing Education  
Web Page Design, Level 1 (HTML), Winter 2008, Mohawk College, Continuing Education  
Web Page Design, Level 2 (HTML Advanced), Spring 2008, Mohawk College, Continuing Education

### Other Software

OSX Sierra, Adobe Master Collection, Final Cut Pro, Apple Keynote, Pages, Numbers, iMovie, iPhoto, Wordpress, Wix, Ambry.

## EMPLOYMENT

**CreativeFever** • Creative Director, Owner • Hamilton, Ontario • June 2016 - present

Job: Strategic marketing, creative graphic design, concept development, photography, illustration, video.  
Focus: Consumer goods and services. Package design, video/motion, photography, websites, digital assets, branding, explainer videos.

**ZRB** • Senior Creative • Ancaster, Ontario • Feb. 2008 - October 2014

Job: Creative graphic design, concept development, photo manipulations, illustration  
Focus: Horticulture. Point-of-purchase, website design, ads, corporate identity, trade show, sell sheets, presentations, packaging .

**Mohawk College** • Professor of Graphics • Brantford, Ontario • Dec. 2007 - May 2008

Job: Partial load professor to the day students in the graphics program for teacher on sabbatical.  
Focus: Developed and taught two courses: Page Layout (Adobe Indesign) and Web Management.

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**Bochsler PhotoImaging** • Senior Creative • Burlington, ON • Jan. 2004 – Jan. 2006

Job: Graphic design, concepts, art direction, illustration, strategic marketing, helping junior designers, working with photographers and food stylists.

Focus: Food. Packaging, signage, trade show materials, sell sheets, brochures, identity.

**Gerard Graphics** • Art Director, Owner • Hamilton, ON • Oct. 1989 (P/T), Sept. 1992 – Jan. 2004

Job: Consulting, marketing strategies, production, accounting, graphic design, creative concepts, illustration.

Focus: Consumer goods. Campaigns, packaging, ads, catalogues, P.O.P., logos, brochures, posters, signage, trade show, websites.

**Corporate Images** • Graphic Designer • Burlington, ON • Sept. 1990 – May 1992

Job: Graphics, illustration, in charge of printing devices.

Focus: National campaigns. P.O.P., consumer marketing, direct mail, B2B, slide presentations.

**RBG / HRCA** • Graphic Designer • Hamilton Area • Oct. 1989 – Sept. 1990

**Baseline Graphics** • Senior Graphic Designer • Hamilton, ON • June 1988 – Oct. 1989

**Leta Graphics** • Art Director / Office Manager • Hamilton, ON • Aug. 1985 – June 1988

**Wharton Graphics** • Graphic Designer • Hamilton, ON • Sept. 1983 – Aug. 1985

## LEADERSHIP

**Hamilton Media Day for Highschool Students**

Panel discussion participant, 2019

**Small Business Enterprise Centre, City of Hamilton**

Mentor for Launch Local business start ups, 2017

**Factory Media Arts Instructor**

Instructor on How to market your (media related) business online, 2016

Instructor for Animation basics to youth, 2016

**Registered Graphic Designers of Ontario**

Member, task force member and portfolio reviewer

**The Art Gallery of Hamilton**

Art Instructor to both abled and disabled children to adults aged 6-21, 1982

Docent for the Columbian Gold Exhibit, 1982

**Community Coaching**

Hamilton Titans Dragonboat coaching for adults, 2001- present

Greater Hamilton Chinese Dragonboat Association coaching 13 adult teams

Stratford Dragonboat coaching for adults, 2002

Toronto Air Canada Team coaching for adults, 2000

Lively Dragon coaching high school students, 2010 – 2016

Volleyball League organizer for adults, 1986 – 1995

**Photography**

Photoshop lessons to adults on a one-to-one basis, 2015 – present

## AFFILIATIONS / AWARDS

Member, The Factory Media Arts, 2012 – present

Member, Burlington Art Centre, 2009 – present

Member, Latow Photography Guild, The Burlington Art Centre, 2009 – present

International Outrigger medal, Bronze, Edmonton World Master Games, 2005

International Dragonboat medal winner, Gold and Silver, Rome, Italy. World Club Crew Championships, 2002

Professional Affiliation with the Society for Graphic Designers of Ontario, Registered Graphic Designer since 1998

Best Graphics, International Award, Wildwater Park at Confederation Park advertising campaign, 1999

Bronze Advertising Award, Carmen's Profacarb's Frozen Foods packaging, 1998

Best Trade Show Booth Award, Wilson Laboratories' booth at Landscape Ontario Trade Show, 1997

Silver Advertising Award, Wilson Laboratories, Houseplant Care Display Centre, Point-of-Purchase, 1996

Bronze Advertising Award, Alliance for a Drug Free Canada publication, 1991