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Strategic visual communication and design focused on identity and brand management, exhibits, installations, and type design; Design educator. Post-grad at Cooper Type, 2021; CA Award of Excellence, 2022 Communication Arts Typography Annual; Member GDC, RGD, RHSC, TDC, ATypI.

## EXPERIENCE

George Brown College, Toronto ON

September 2023 - PRES

**Faculty, School of Design**

Design + Production, Type, Communication.

George Brown College, Toronto ON

September 2023 - October 2023

**Curriculum Development, School of Design**

Curriculum development and course design: Production 1.

Steer Group, Toronto ON

April 2023 - September 2023

**Senior Consultant, Design for Movement**

Wayfinding and information design, North America.

George Brown College, Toronto ON

January 2022 - May 2023

**Faculty (P/T), School of Design**

Experimental Typography; Communicating for Design.

George Brown College, Toronto ON

December 2021 - January 2022

**Curriculum Development, School of Design**

Curriculum development and course design: Experimental Typography.

ERA Architects, Toronto ON

March 2016 - April 2023

**Graphic Designer / Creative Services**

Internal: Management of self-service tools, templates, brand assets; graphic support for internal departments and professional staff (diagramming, layouts, special projects: books, posters, websites); communications strategy and support, marketing and business development strategy and support.

External: Installations and exhibitions, creative heritage interpretation, site-specific environmental graphics; consultation and development of type design and lettering, stone inscriptions, and the (re)creation or conservation of signage and lettering in the built environment.

Freelance / Personal Practice, Winnipeg MB / Toronto ON

June 2011 - March 2016

**Graphic Designer / Illustrator**

Visual identity, brand management, illustration, print and digital design, consulting, social media marketing, web design. (Select clients: Canadian Journal of Human Rights, Pride Winnipeg, CUPE, Fierté Canada Pride, Indigenous Bar Association, Our Own Health Centre Winnipeg, Forte-Toronto Gay Men's Chorus, Gallery Lacrosse, Tamarack Outfitters, Direct Focus Marketing Communications, KnowRoaming).

Direct Focus Marketing Communications, Winnipeg MB  
June 2013 - June 2015

**Production Artist / Designer**

Graphic design, editorial layout, photo editing, pre-press and data merge; production art: print advertisements, web banners, digital assets. (Select clients: The NorthWest Company, Safeway Canada, Scotiabank, Manitoba Hydro).

Vantage Studios / Clark+Huot / CHR Group, Winnipeg MB  
October 2012 - March 2013

**Jr Graphic Designer**

Print and digital design, website front-end development, pre-press.

**EDUCATION**

The Cooper Union, New York NY 2021-2021  
**Post-Graduate Certificate in Type Design**

Red River College, School of Design, Winnipeg MB 2010-2012  
**Graphic Design Diploma**

Tyndale University College, Toronto ON 2000-2003  
**Philosophy (incomplete BA)**

**CONTINUING EDUCATION / WORKSHOPS / TRAINING**

Association of Registered Graphic Designers December 2020  
**Webinar: Designing for the AODA (Accessible Design)**  
Instruction: Adam Spencer, AbleDocs President.

School of Visual Arts, New York NY July-August 2019  
**Summer Residency: TypeLab SVA**  
Instruction: Elizabeth Carey Smith, Victoria Rushton, Dan Rhatigan, Ksenya Samarskaya, Tobias Frere-Jones, Christian Schwartz.

Accessibility Ontario January 2018  
**Workshop: Designing Accessible InDesign and PDF Documents**  
Instruction: Constance Exley.

GDC Carl Dair Typography Workshops, Toronto ON July-August 2016  
**Summer Course: Introduction to Digital Type Design**  
Instruction: Kevin King (Coach House Books & CanadaType), Patrick Griffin (CanadaType).

GDC Carl Dair Typography Workshops, Winnipeg MB October 2014  
**Understanding Type**  
Instruction: Rod McDonald (Design Fellow, Monotype), Patrick Griffin (CanadaType).

## PUBLICATIONS

- "The Signs That Define Toronto," Editors Kurt Kraler, Matthew Blackett, Philip Evans. Spacing Media Inc, (Toronto ON) 2022  
**Contributing writer and consultant**
- "Packaged Toronto: A Collection of the City's Historic Design," Spacing Media Inc, (Toronto ON) 2021.  
**Contributing writer on select entries; Consultant on historical design elements/principles/production in commercial art**
- "Packaged Toronto: A Collection of the City's Historic Design," Spacing Media Inc, (Toronto ON) 2021.  
**Essay: "Typography in Early 20th-century Toronto Design" (p.46)**
- "Colour Your City," Winnipeg Architecture Foundation 2015  
**Contributing illustrator**  
32-page colouring book showcasing a variety of Winnipeg architecture, both old and new. The book features illustrations by Robyn Shesterniak (Burdocks Design), Carl Shura, Number Ten Architectural Group, and 5468796 Architecture.
- "The New Apocrypha," Tyndale University College, Toronto 2002-2003  
**Chief Editor, student journal of Tyndale University College**  
Published quarterly, editorial content focused on college events, current affairs, and creative arts. The Chief Editor is a non-voting ex-officio member of the Student Senate.

## LECTURES / SPEAKING ENGAGEMENTS

- Centennial College – Communications, Media, Arts and Design 2022  
**"Graphic Design for Exhibitions and Interpretation"**
- PechaKucha Winnipeg, Vol. 43 (remote presentation) 2021  
**"Type Design: Core Principles & Theory"**
- Centennial College – Communications, Media, Arts and Design 2021  
**"Graphic Design for Exhibitions and Interpretation"**
- Sheridan College – Faculty of Visual and Creative Arts 2020  
**"Recreating Lettering and Inscriptions in Heritage Architecture: A Case Study of Theseus' Ship"**
- PechaKucha Winnipeg, Vol. 19 2014  
**"Visual Design & Music Theory: Rhythm & Intervals"**

## TUTORING / MENTORING

- George Brown College SCHOOLOFDESIGN, Toronto ON 2023  
**Student Mentorship Program**  
Over the course of a semester, at least 3 one-hour sessions are scheduled, though commonly more regularly. Significant topics included portfolio review, job search advice, interview preparation, and industry insight. As support, also available for critiques and feedback throughout the term.

Association of Registered Graphic Designers, Toronto ON 2017–2020  
**RGD Mentorship Program (3 years)**

*Over 9 months, 6 one-hour sessions are scheduled, though commonly more regularly. Topics covered include freelance and business best practices, portfolio and interview preparation, illustration and typography, in-house design insights, and continuing education. As support, also available for critiques and feedback throughout the term.*

Rainbow Resource Centre, Winnipeg MB 2006–2008  
**Sexual Health Educator: Counselling, Resources, Referrals (2 years)**

*Volunteering weekly evening shifts on the phone bank at the Centre, offering counsel and support, sexual health education, resources and information, and emergency referrals as required to callers from across the prairies. Volunteers must have counseling or mentorship backgrounds and training on sexual health issues, active listening, emergency de-escalation, and suicide prevention.*

## ARTIST EXHIBITIONS

Northern Contemporary Gallery, Toronto ON August 2023  
**Swash & Serif Show 7**

*Artist-led exhibition of lettering art and type design.*

National Design Centre, Singapore May–August 2022  
**The State of Print**

*Invited artists exploring the future of publishing and print design.*

Northern Contemporary Gallery, Toronto ON November 2018  
**Swash & Serif Show 5**

*Artist-led exhibition of lettering art and type design.*

ARTSPACE WINNIPEG, Winnipeg MB November 2017  
**2018 ArtSpace Fundraising Gala**

*Commissioned artists create limited edition art prints for exhibit and auction.*

Northern Contemporary Gallery, Toronto ON October 2017  
**Swash & Serif Show 4**

*Artist-led exhibition of lettering art and type design.*

Gas Station Theatre, Winnipeg MB October 2016  
**The Queering Winnipeg Show**

*Invited artists transform the grand lobby with mixed media works for the duration of Winnipeg's Reel Pride Film Festival.*

## PUBLIC ART INSTALLATIONS / INTERPRETATION

26–34 Lombard Street, Toronto ON 2020  
**"Layers of Time," R.G. McLean Building Commemoration**

*A large-scale mural relates to the uses on the site for printing and publishing for over 100 years, and a commemoration of lost spaces through the allusion of fading advertising and so-called 'ghost signs.' Project management/coordination and fabrication, historic research and interpretive content: ERA Architects; Panels and mural design: Carl Shura; Mural painting: Muralform, Toronto.*

- Historic Town Site of Laskay ON, King City ON 2019  
**"Memory's Gate"**  
 A commemorative public art piece to honour the town of Laskay: Inscribed with an excerpt from the poem, "Musings at Memory's Gate" (1953) by Rev. Martin Jenkinson, a long-time resident. The piece is composed of two main components: a large laser-cut gate and a bench that makes use of a granite rock formerly from the site of Laskay Town Hall. The structures were designed by ERA Architects (Stuart Chan, Max Yuristy, Jasmine Frolick, Heather Campbell) and fabricated by Filo Timo in Toronto; Lettering by Carl Shura (font: Cardo-Laskay).
- 17 Dundonald Street, Toronto ON 2019  
**"RECONSTRUCTED NINE FEET NORTH"**  
 An unconventional heritage interpretation explaining the building's significance in the modernist movement, and a wall sign reinterpreting and commemorating the original signage on the east wall facing Yonge Street. The aluminum pinned-letter sign is, like the replicated building itself, a replication of what was on the wall in 1956. Heritage architect: ERA Architects (Annabel Vaughan); Supplemental research and design (panels and lettering): Carl Shura; Production and installation: Filo Timo, Toronto.

## **VOLUNTEER BOARDS**

- Royal Heraldry Society of Canada, Toronto 2019-2023  
**Board of Directors: Marketing & Communications**
- Friends Of Allan Gardens, Toronto ON 2017-2021  
**Graphic Designer / Marketing & Communications Support**
- Forte – Toronto Gay Men's Chorus, Toronto ON 2016-2020  
**Graphic Designer / Communications Support**
- Reel Pride Lgbtq\* Film Festival, Winnipeg MB 2014-2017  
**Board Member: Co-chair Marketing & Communications**
- Pride Winnipeg Festival, Winnipeg MB 2012-2016  
**Graphic Designer / Brand Manager**
- Downtown Community Residents' Association, Winnipeg MB 2012-2015  
**Founding Board Member: Marketing & Communications**

**AFFILIATIONS & MEMBERSHIPS**

ATypI (Association Typographique Internationale)	2022-PRES
TDC (Type Directors Club)	2018-PRES
RHSC (Royal Heraldry Society of Canada)	2018-PRES
RGD (Association of Registered Graphic Designers)	2016-PRES
GDC (Society of Graphic Designers of Canada)	2010-PRES

**AWARDS**

Communication Arts Award of Excellence: Typography Annual <i>Text typeface design, "Circulation" v1.0</i>	2022
AA Design Awards, Applied Arts Magazine <i>Packaging Design (Concept)</i>	2012
Society of Graphic Designers of Canada National Scholarship <i>Branding and Packaging Design Student Project</i>	2011