

# Alexander Arvelo McQuaig

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## WORK

- **Philip Sung Design Associates Inc., Graphic Designer: 2016–present**  
Responsible for correspondence with clients and management of many concurrent jobs and deadlines for a wide variety of print materials—such as pamphlets, brochures, posters, signage, postcards, and stickers—as well as digital assets including slide presentations, application forms (with complex fillable functionality), and motion graphics for clients such as Fidelity, CIBC, and IMCO. Meticulous adherence to brand guidelines, implementing and ensuring AODA accessibility standards, and effective visual representation of intricate data in charts have factored heavily in my role.
- **Free Transit Toronto, Freelance Graphic Designer: 2016–present**  
Logo, fonts, colours, and overall brand style for this transit advocacy group, as well as sundry print objects such as posters, stickers, pamphlets, and booklets.
- **Bells on Bloor, Freelance Graphic Designer: 2015–2016**  
Web animation that compares the current layout of Bloor Street in the Annex both with how it would be designed to accommodate the modal split of local shoppers, and with the bike lanes pilot being implemented in 2016.
- **Friends of the Greenbelt Foundation, Freelance Graphic Designer: 2015**  
Developed a 72-page report on the status of the greenbelt that incorporated creative layout solutions while maintaining brand standards, which was sent to relevant politicians, shareholders, and members of industry across Ontario.
- **Spacing Media, Freelance Graphic Designer: 2013–present**  
Created over 30 maps of Torontonians' neighbourhoods, former municipalities, and the entire city to foster civic pride and identity, which appeared in Spacing Magazine and are sold at retailers including the Spacing Store and Good Egg.
- **Green Living Enterprises Inc., Intern; Freelance Graphic Designer: 2015**  
Designed advertisements, e-blasts, websites, and various print objects such as flyers, brochures, and signs for clients such as TD Bank and Toronto Hydro. Was asked to return to work as a freelancer for two additional periods, including preparation for 2015 Green Living Show under very tight deadlines.
- **TTC Riders, Freelance Graphic Designer: 2013–2014**  
Designed persuasive promotional materials, such as a logo and flyers for their "A Fair Deal For Riders" campaign, a postcard that summarized their cause and called for action, and an informative flyer, as well as a digital chart that was presented to leaders of the major political parties to inspire change.

## ACCOMPLISHMENTS

- Map illustrations for Spacing Magazine and Torontoist
- 22 maps of Torontonians' neighbourhoods (sold as prints at the Spacing Store and Good Egg)
- Layout for 72-page report promoting the greenbelt for Friends of the Greenbelt Foundation
- Integral role in 2015 Green Living Show, e.g. designed show guide given to ~33,500 attendees
- Layout, writing, and illustration for three anthologies of Gloom Weekly, a serial comic and proto-graphic novel
- 50 issues and five anthologies of Deep Madder Monthly: design, co-authorship, publishing
- Six maps of Toronto's former municipalities (sold as prints at the Spacing Store)
- Map illustration licensed for use in the interior design of a condominium by Aragon Properties
- Map work featured in the I Love You art & design show
- Seven albums: graphic design, writing, performance, recording

## SKILLS

- Adobe InDesign, Illustrator, Photoshop, Bridge
- Word, Excel, PowerPoint, Keynote
- Adobe After Effects, Premiere, Final Cut, and iMovie
- HTML, CSS, JavaScript, Dreamweaver, WordPress, Drupal
- AODA accessibility standards compliance
- Photography
- Extensive copy writing and editing expertise
- Publication and production
- Conceptual and critical thinking
- Assiduous attention to detail
- Fluency in Spanish

## EDUCATION

- George Brown College, Advanced Diploma in Graphic Design—2015
- University of Toronto, Bachelor of Arts in English and Philosophy—2010