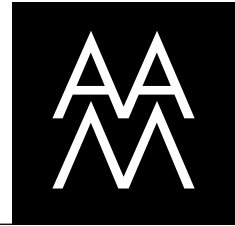


Alexander Arvelo M^cQuaig

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ACCOMPLISHMENTS

- 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
- Played integral role in 2015 Green Living Show, e.g. designing the show guide given to ~33,500 attendees
- 50 issues and five anthologies of Deep Madder Monthly: graphic design, co-authorship, publishing, exhibition
- 6 maps of Toronto's former municipalities (sold as prints at the Spacing Store)
- Licensed illustration for use in the interior design of a condominium by Aragon Properties
- Map work featured in the I Love You art & design show
- 7 albums: graphic design, writing, performance, recording

WORK

- Bells on Bloor, Freelance Graphic Designer, Toronto—2015–2016
Three illustrations that comprise a 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, Toronto—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, Toronto—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, Toronto—2015
Designed web advertisements, edited websites, managed e-blasts, and designed various print objects such as 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.
- TTCRiders, Freelance Graphic Designer, Toronto—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.

SKILLS

- Illustrator, Photoshop, InDesign, Bridge
- Word, Excel, PowerPoint, Keynote
- Adobe Premiere, Final Cut, and iMovie
- HTML, CSS, JavaScript, Dreamweaver, WordPress, Drupal
- Photography
- Writing expertise
- Publication and production
- Conceptual and critical thinking
- Assiduous attention to detail
- General problem-solving
- Fluency in Spanish

EDUCATION

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