



DARREN BOCKMAN

www.bockman.ca / darren@bockman.ca / (604) 476-0495

Graphic design lead and Illustrator with 9 years experience. Passionate about effective communication through design, whether through an evocative brand, an effective layout, compelling illustration, or a usable and attractive user interface.

HIGHLIGHTS

Traits

- Able to work effectively under pressure
- Work very well collaboratively and able to integrate feedback effectively for best outcome
- Broad range of interests, & experience fosters design breadth.
- Friendly and hard-working.
- High standards for myself and what I produce
- Experience finding effective design solutions working within technological and budgetary constraints.

Skills

- Brand development
- Design concepts, GUI Mockups, patterns & style guides
- Usability, UCD practices, Information Architecture, Interaction design
- Corporate diagrams
- Ad design
- Illustrations & Custom Icons
- HTML, CSS, Browser compatibility, SEO, CMS
- Photography & post processing

Software

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Flash
- Powerpoint
- Acrobat
- Word and Outlook

CAREER HISTORY

2004-2010, Navarik Corp. (www.navarik.com)

Creative Lead

- Responsible for developing and championing creative direction of company and products and during this time saw Navarik bring in some of its biggest clients including BP & Chevron.
- Worked closely with Navarik's product design and IA in solving usability issues. Evaluated software requirements, storylines, and wireframes in the production of consistent, user-centric design mockups.
- Designed 'look and feel' of GUI for Navarik's enterprise web applications used by customers such as BP, Shell, Chevron and PetroCanada.
- Designed Navarik's corporate website look and feel, and built and maintained in Drupal CMS
- Updated the existing logo and created cohesive brand look and feel through Navarik's sales & marketing collateral as well as through products.
- Created and maintained Design and Style brand guidelines for the company and its products.
- Created visually compelling corporate diagrams to communicate ideas effectively for both internal and external applications as well as sales support initiatives.
- Worked with sales and marketing content in the design and layout of all sales collateral including folders, data sheets, brochures, and PowerPoint presentations
- Created mock-ups of potential and 'vapour-ware' products to support sales efforts.
- Direct communication with outside printing vendors. Supplied to printers; business cards, posters, folders, brochures.



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2002-2004, Where2Eat.ca

Graphic Design, Creative Direction

- Conceptualized and implemented where2eat.ca logo and branding.
- Designed, built and maintained where2eat.ca front end web assets from ground up with weekly newsletter and frequent updates and new additions.
- Administrated production process of client web pages from initial planning and collection of information through approval process and client relationship.
- Creation and implementation of standardized data entry forms, filing, project task tracking and milestones, client follow up.
- Created and adhered to design guidelines for where2eat.ca to ensure consistent identity and high quality throughout all where2eat.ca products including layout rules, fonts, colour guide for web/print, appropriate corporate logo variations/use.
- Extensive exposure running online marketing campaigns. Understand how to effectively support marketing needs. Targeted banner advertisements, realigned page layouts, graphics and user experience according to marketing strategies.
- Conducted all photo shoots of restaurants and food, as well as post processing of images and integration and creation of custom restaurant pages on where2eat.ca website.

2001 -2002 , Air2play wireless

Web Designer, Web-Master, Freelance Graphic Design

- Design of corporate logo and website
- Production and maintenance of company web site front end.
- Creation of all graphic material for print ads and online website and promotion.

2000-2001 Mercury Filmworks

Digital Camera Dept. Supervisor

- Supervised team of five in completing production goals for shift and ensuring quality of scenes produced.
- Set up scenes of animation (timing, layers, effects, camera) for animated series and movies such as 'Yvonne of the Yukon', 'Little Bear', & Power Puff Girls movie.

1998-1999 Mercury Filmworks

Digital Camera & Compositing, Digital Ink & Paint

- Set up scenes of animation (timing, layers, effects, camera) for animated series and movies.
- Digitally Painted cells in for animated production using USAnimation

EDUCATION

Vancouver Film School 1997-1998

- Classical Animation Program

British Columbian Institute of Technology 1996-1997

- Introduction to Marketing
- Essentials of Marketing