

# Darren Bockman

## HIGHLIGHTS

Senior Graphic Designer, Web Design lead with over 9 years experience. Passionate about effective communication through design, whether through an evocative brand, an effective layout, compelling illustration, or a intuitive and attractive user interface.

### Traits

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

### Skills

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

### Software

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Flash
- Powerpoint
- Acrobat
- Google Docs/  
Microsoft Office Suite

## CAREER

Jan 2011-2016, VidWrx Inc. ([www.vidwrx.com](http://www.vidwrx.com))

### Senior Graphic Designer

- Re-designed look and feel of older sales support and developed branding and workflow solutions to allow for efficient branding of whitelabeled channel partner sell sheets as well as new designs for ongoing marketing initiatives.
- As part of the Marketing team working closely with VP Marketing, and Director of Marketing, within strict design constraints and extremely tight deadlines on creating VidWrx's websites and Cloud based Video Production platform interface.
- Under similar extremely tight project deadlines designed interface for Automated Video product website and back end as well as creating themed video concepts and subsequent production elements in creating animated video templates.
- Coordinating closely with development produced design mock-ups with the goal of applying an updated interface design to the channel partner back end for VidWrx's web property while maintaining much of the current structure and branding limitations but that improved consistency and ease of implementation.
- In an environment where priorities changed rapidly was able to coordinate and create successful solutions and produce design mockups often with little in terms of architecture or content with very short turn-around times that were signed off on and successfully implemented.
- Ongoing production of investor focused corporate powerpoint presentations, corporate summaries, press releases, diagrams, and web assets

2004-2010, Navarik Corp. ([www.navarik.com](http://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, story lines, 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 'vaporware' products to support sales efforts.
- Direct communication with outside printing vendors. Supplied to printers; business cards, posters, folders, and brochures.

## 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.

## EDUCATION

### 1997-1998, Vancouver Film School

- Certificate, Classical Animation Program

### 1996-1997, British Columbia Institute of Technology

- Introduction to Marketing
- Essentials of Marketing

## ETC.

Married to a lovely and supportive lady with two boys, 13 & 10. Besides vocation, love spending time with family, keen interest in languages; 2.5yrs diligently learning Cantonese, drive wife crazy with hobbies; photography, grow Bonsai trees, RC cars, and more healthy pursuits; fitness, outdoors, skiing, biking, and camping.

