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- strengths**
- able to conceptualize innovative and unique ideas
  - artistic skill in a variety of medium, including computer based software such as *Illustrator*, *InDesign* and *Photoshop*
  - thorough understanding of spatial relationships, colour and typography
  - good work ethic, follow through and ability to meet deadlines while managing multiple tasks
  - proficient skill with hand and power tools, and good understanding of construction techniques
  - helpful, conscientious, perceptive and detail oriented

**work experience** **Holt Renfrew – Visual Stylist:** April 2014 – Currently

As a visual stylist at *Holt Renfrew's* Bloor St. location, I work with the visual and merchandising teams to plan and execute visual displays in the windows and store interior. My main focus is installation design, prop building, and styling. In this role I have broadened my skills in off-figure and mannequin styling, as well as further developed my technical building and installation abilities. I am responsible for sourcing materials, managing builds, and often have to coordinate several projects simultaneously. I often oversee freelance stylists and assistants, and provide creative direction to my team members.

**Freelance Designer and Visual Stylist:** August 2008 – April 2014

I enjoy experimenting in a variety of media, but the tactile nature of my projects and attention to detail unifies my work. I am most interested in colour exploration, hand made details and typography, though I value challenging myself by accepting a variety of design work.

As a visual stylist I am able to create in a more hands-on way. I have experience in prop design and building, large scale installation, and working with mannequins. My skills range from creative development, to prop design and building, to display installation and finishing touches. The companies I have worked with include *Holt Renfrew*, *Joe Fresh*, *President's Choice Home* and *Tiffany & Co.*

While self employed, I gained experience with quoting, budgeting and dealing directly with clients.

**Joseph Mimran & Associates – Graphic Designer and Illustrator:** August 2009 – May 2012

As a graphic designer and illustrator I created patterns and graphics for *President's Choice Home*, *Everyday Essentials*, and several other product lines sold at *Loblaws* stores across Canada. I worked with product developers and other designers to create home goods that complimented each of the brands, while maintaining coherent identities from season to season. In this role I developed skills in trend forecasting, systems design and product development.

**education** **York University + Sheridan Institute**

Bachelor of Design Honours Degree – 2008 Graduate

- achievements**
- window displays for *Holt Renfrew* featured in *Visual Merchandising + Store Design* magazine in 2015
  - wedding design featured on *Ruffled Blog* and *Wedding Bells* in 2012
  - design work featured in *Spacing Magazine* in 2008; *Design Edge* magazine in 2008; YSDN exhibitions and *Verso* magazine from 2004 – 08; and Turkish design magazine *Grafik Tasarim* in 2006

*References available upon request.*