

# SHEIKH HUSEIN

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hi!

I'm Sheikh! Thank you for looking through my work! I hope it gave you a good sense of who I am and my abilities.

Professionally, my strongest creative strength lies in graphic design of all medium web to print, but I have grown into art direction for the social media spaces focusing on ideation, campaign activation, execution of influencer co-creation, and content development.

## I love the creative process.

I think that's the best summary of me as a creative professional. Conception / Ideation / Brainstorming and taking the good ideas executing them and watching the creative come to life is so exhilarating.

## LET'S CREATE SOME GREAT WORK TOGETHER!

### experience

#### Veritas / M&P (JAN 2022 - JULY 2023)

(Art Director / Designer / Asset Manager)

Part of a small but excellent team where I designed and art directed with a focus on ideation, execution of influencer co-creation, creative concept and content development. In addition to activations and corporate design, all for brands such as Microsoft, Subway, Sportchek, Huggies, Revlon, Canadian Tire ... to name a few.

#### Freelance (infinity and beyond)

I am always looking for new clients to improve myself as a creative and this helps exercise otherwise unused muscles.

#### Avicanna (2019) (Senior GD / AD / Asset Manager)

Working as a designer and Art Director out of JLABs at MaRS is a wonderful experience. With a junior designer reporting, my responsibilities (in addition to marketing and social design, packaging, presentations) were creating identities, designing for, and maintaining brand standards, conceptualizing, producing new product designs for a global market.

#### Financeit (2016-18) (Senior GD / Asset Manager)

I was part of a joint marketing / web / UX team designing collateral primarily for marketing. Ads and identities for social and web campaigns as well.

#### G Adventures (2012-16) (Graphic Designer)

Gave me the most growth. I designed and created content in every medium. *Brochures / Iconography / Campaign branding / Flyers / Posters / Vinyl Displays / Web Banners / Interior design / Clothing and Apparel / Illustrations*, were just some of the creative I worked on. I was also responsible for approving work from regional designers ensuring the brand was managed well globally. The highlight achievement with G Adventures was being part of the team responsible for the brand's evolution with my responsibilities focusing on identity and templating our marketing assets. I also helped out the web team with UX and web design.

#### Other (2010 -12)

*The UPS Store* (Graphic Designer / Print Manager)

*Umbra* (Product sheets / Window display / Brochures)

*The Printing House Ltd.*



Thank you for your time and consideration.