



## Alex Redford

107-2704 Lake Shore Blvd W.  
Toronto, ON, M8V 1G8  
647-244-6042, contact@alexredford.com

[www.alexredford.com](http://www.alexredford.com)

---

### **Education**

#### **Bachelor of Illustration Degree**

Sheridan College  
2009 – 2013

Specialized in scientific and technical illustration & design  
Developing strong skills with a variety of digital media  
Graduated with High Honours

#### **Visual and Creative Arts Diploma**

Sheridan College  
2007 – 2009

Established core artistic skills in perspective, composition, in a variety of traditional media, drawing the human figure

#### **Ontario Secondary School Diploma**

Loyola Catholic Secondary  
2003 – 2007

Graduated on the Honour Roll  
Received the Computer Sciences Award at graduation

### **Skills & Abilities**

#### **Technical**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Bridge), Microsoft Office, Cinema4D, ZBrush, Bonzai, HTML & CSS; Printing pre-flight, vinyl die-cutting & application, laser cutting, heat-press garment printing; diverse art styles from realism to vector

#### **Traditional**

Drawing media (pencil, pen and ink, pastel and charcoal);  
Painting media (acrylic, watercolour, gouache)

#### **Personal**

Work well in a team and strong in leadership roles; Mature and independent, fun and self-directed; quick learner & multi-tasker; optimistic and creative personality, problem solver and great with customers/clients

### **Work Experience**

#### **Scientific Illustrator, Quality Control**

April, 2013 – Nov, 2014  
April – Aug, 2012

#### **Imagineering Media Services Inc., Toronto**

Illustrated and edited biological and technical illustrations for university level academic textbooks  
Edited, retouched and manipulated photos and existing art  
Adhered to strict style guide, with quick production and delivery  
Reviewed outgoing files for quality assurance, pre-flight checks

#### **Graphic Designer, Garment Printer, Sales**

Aug, 2008 – Jan, 2015

#### **Chop Shop Goods (and formerly Zero Edge), Mississauga**

Created illustrations and designs to be produced on t-shirts  
Worked 1-on-1 with customers for custom t-shirt designs, often editing client art for print  
Printed shirts through vinyl die-cut and heat-press methods  
Designed/printed quickly in loud & rushed environment

#### **Owner, Graphic Designer**

July, 2010 – Present

#### **Owl Pellets, Toronto**

Created a product line with a graphic, nature-inspired style  
Designed branding including business logo, mascots & identity, packaging, tradeshow signage & display, online-store graphics  
Created laser-cut ready files, assembled into jewellery  
Managed online shop, finances, shipping, record-keeping



## Alex Redford

107-2704 Lake Shore Blvd W.  
Toronto, ON, M8V 1G8  
647-244-6042, contact@alexredford.com

[www.alexredford.com](http://www.alexredford.com)

---

### ***Work Experience (con't)***

**Photo Editor, Sales**  
Sep, 2012 – Feb, 2013

**Black's Photography, Oakville**

Edited, retouched and colour-corrected photographs  
Worked in a wet lab, printing photographs for 1 hour service  
Cleaned and maintained wet lab printer  
Conducted floor sales and navigated complex POS system

**Graphic Designer,  
Co-Team Leader**  
Spring, 2012

**Ontario Science Centre (OSC), Toronto**

Worked in team to create logo and visual identity of exhibit  
Designed layout of exhibit, working with several clients' needs  
Had to design with audience in mind, match style of OSC  
Met tight deadlines for review and production, speedy revisions

**Office Admin  
Customer Service Rep.**  
April, 2005 – Aug, 2008

**Mississauga News, Mississauga**

Received and solved customer concerns over phone & email  
Recorded and managed phone survey results & messages  
Interfaced with residents to verify quality service & problem solve  
Front desk reception; Trained junior employees

### ***Awards & Scholarships***

**Sheridan College Graduation** Sheridan Alumni Association Award, 2013

**Scholarships** Sheridan Excellence Bursary, 2013  
Queen Elizabeth II Aiming for the Top, 2007 – 2011

**High School Graduation** Loyola Catholic Secondary, Computer Science Award 2007

### ***Volunteer Experience***

**Anime North** Co-coordinator of the "Crafter's Corner" artist exhibition area  
2011 – 2015 at Canada's largest Anime convention

**ConBravo!** Artist Alley Coordinator; organised 100+ artists for convention,  
2014 created layout, problem solving under pressure

**Compass Outreach Centre** Taught a traditional painting class to a women's outreach group  
2008 Working with acrylic on canvas painting techniques

**Loyola Secondary School** Graphic design: created posters and logos for events and clubs  
2006 – 2007

References upon request