



tony halmos

More than fifteen years of experience in print, online and motion graphics, and digital content creation, with a strong complement of creative, technical and leadership skills, wide-ranging interests, enthusiasm, intelligence and empathy.

» WORK EXPERIENCE

FREELANCE

SEPTEMBER 1999 - PRESENT | GRAPHIC DESIGNER & ART DIRECTOR

- » Design and manage digital and print projects including: bilingual brochures and catalogues, ads, digital displays, websites and elements, e-newsletters, broadcast graphic packages and motion-graphic IDs
- » Clients include: Henderson Brewing Company, tiff, Creative Niche, ArtFCity, Market Vertical, Tessera Research, Globalstar Satellite Phone, Corus Entertainment, Air Canada Center, the Distillery District

INTERNATIONAL LANGUAGE ACADEMY OF CANADA

APRIL 2014 - MARCH 2016 | CREATIVE DIRECTOR, MEDIA SERVICES

- » Spearheaded new website development and inaugural mobile app
- » Created industry-leading designs for a series of brochures promoting the international school's flagship offerings
- » Launched an English-learning podcast channel which continues to earn over 250, 000 listens/downloads annually
- » Developed online utilities to enhance the student experience and facilitate administrative procedures
- » Introduced browser-based project management system (podio.com) into workflow
- » Led ideation, design & implementation of creative solutions for customer-facing, B2B and internal marketing communications in the online, print & audio-visual spaces.
- » Headed 5-person creative team + a roster of freelance videographers, editors and bloggers
- » Project-managed publication & marketing collateral design & production, website & mobile app development & digital content creation
- » Maintained successful relationships with internal stakeholders & external suppliers

HOLT RENFREW

JANUARY 2010 - JUNE 2012 | SENIOR NATIONAL GRAPHIC DESIGNER

- » Designed bilingual digital and print projects including: newspaper and magazine ads, quarterly catalogues and direct mail, POS and outdoor displays, e-newsletters and online marketing collateral, loyalty program materials and employee marketing communications, Private Label packaging and major sales event creative

tiff

AUGUST 2003 - JANUARY 2009 | LEAD GRAPHIC DESIGNER

- » Conceptualized marketing campaigns for Festival 2007 and 2008, and the Sprockets Film Festival for Children 2008 and 2009
- » Art-directed Festival programme books and Festival Daily newspaper
- » Designed marketing collateral including: brochures, advertisements, POS and outdoor displays and merchandise
- » Provided year-round graphic design direction and development, hired and managed seasonal support staff
- » Led stop-motion and documentary-filmmaking workshops for students aged 6-16, and storyboarding workshops for psychiatric inpatients
- » Set up and screened film and video presentations for Special Delivery, a year-round outreach initiative of tiff
- » Provided year-round logistics support for IT, customer relations and marketing

ONE TRICK PONY

MAY 2001 - JULY 2003 | FLASH DESIGNER / PRODUCER

- » Provided creative direction, design and animation for websites, games and interactive training manuals
- » Handled client relations and support-staff hiring
- » Clients: Universal Music, Nokia, Cossette Interactive, Levaquin, Eli Lilly

BIG STUDIOS

JULY 1996 - SEPTEMBER 1998 | ANIMATOR AND COMPOSITOR

- » Conceptualized, animated and composited openings and interstitials for award-winning network television broadcast design projects
- » Clients: ABC Sports, 60 Minutes, CBC, TFO



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» EDUCATION

ONTARIO COLLEGE OF ART & DESIGN

Communication and Design

INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY

3D Animation and Post-Production

UNIVERSITY OF WESTERN ONTARIO

English Literature & Film, Honours BA

» INDUSTRY ACTIVITIES

tiff NEXUS NEW MEDIA JAM

» Participating industry professional in a three-month invitational ideation collaborative, 2012

SPECIAL DELIVERY: NORTHERN EXPOSURE

» Led stop-motion animation and "Make a Film in a Day" workshops in remote Northern Ontario communities as part of Special Delivery: Northern Exposure 2008 - 2009

WORLD LITERACY CANADA

» Illustrated "The Write to Read Collection," a National Family Literacy project, 2007

SHEROES

» Responsible for promotional creative, artistic consulting, and event documentation for monthly limited-run online and offline art event series, 2011-2012

INDEPENDENT ARTIST

- » Involved in arts-based community building
- » Engaged in ongoing personal and collaborative projects and exhibitions incorporating film and video, photography, graphic design, illustration and animation, music, performance and online user experience
- » Resident DJ for monthly/bi-weekly music nights *Shakedown Street* and *Body Buzz*

» SKILLS AND ABILITIES

- » Public-speaking, writing, illustration, editing, photography
- » Listening, project-management, leadership, articulate communication
- » Conceptualization, strategic thinking, understanding context
- » Creative Suite CS6 (InDesign, Illustrator, Photoshop, After Effects, Acrobat, Dreamweaver, Flash), Final Cut Pro X

» INTERESTS

- » social enterprise
- » arts and music
- » cultural theory and practice
- » metaphysics and psychology
- » yoga practice, nutrition and wellness



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