

# Sheree Stephenson

Web, Print and Broadcast Design

Contact Info:

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## Profile

Sheree Stephenson is an accomplished interdisciplinary creative talent, working in the web, print and broadcast industries since 2001. Her primary interest is to explore the possibilities created by the interaction between the various forms of media. Sheree has served as lead designer on interactive web projects for clients including Changents.com, The Canadian Children's Book Center, Artmob, and the WWE. In addition to new media design, Sheree is also active in the broadcast design industry working with clients such as Nickelodeon, Cartoon Network and Worldways Social Marketing. She recently designing and directing a series of award winning animated commercials for Children's Hospital and Clinics of Minnesota and she was the lead designer and illustrator on an award winning animated and live action children's special with the Toronto Symphony Orchestra and TVO.

## Selected Experience

### Independent Practice; Toronto ON – 2006-Present

#### *Interactive*

- Conceptualization and creation of visual design and illustration for websites
- Creating information architecture and usability
- Look and feel, illustration, logo design, print design for marketing materials
- Leading designers and developers to see projects through to completion

#### *Broadcast*

- Creating visual and narrative concepts for show openings, station IDs and promotional campaigns
- Directing green screen and photo element shoots
- Providing feedback and direction to animators and junior designers in order to develop and maintain the concept and design through all stages of the production

### Senior New Media Designer, Extend Media; Toronto ON – 2001-2006

- Communicating design concepts and ideas to clients
- Creating and producing designs for websites, ITV interfaces, Flash demos and games and printed advertising materials
- Creation of documentation for clients including style guides, usability models and functional specifications
- Providing direction and feedback to freelancers, website and application developers, to see large scale projects through to completion.

## Education

**Queen's University**, Kingston Ontario – Bachelor of Fine Arts, 1999

**Sheridan College Institute of Technology and Advanced Learning**, Oakville Ontario – Ontario College Graduate Certificate in New Media Design, 2001

## Skills

**Software:** Adobe CS4 including Photoshop, Illustrator, Flash, In Design, Final Cut Pro. Beginner; After Effects, Cinema 4D

**Illustration:** Strong illustration skills with an emphasis on creating projects for children's media

## Selected Works

### <http://www.bookcentre.ca> – Sept 2008

Role: Lead Web Designer with Stop14 Media

Responsible for the redesign of the Canadian Children's Book Center website.

### [www.changents.com](http://www.changents.com) – June 2008

Role: Lead Web Designer

Responsible for the redesign of Changent's website, a site aimed at promoting social and environmental action. Also responsible for designing supporting print materials.

### **Nickelodeon Big Green Help - April 2008**

Role: Lead Broadcast Designer with Trace Pictures

Responsible for illustrating and designing story boards and giving direction and feedback to animators.

### [www.bpnichol.ca](http://www.bpnichol.ca) - April 2008

Role: Lead Web Designer with Stop14 Media

Responsible for the design of the flagship website for the Artmob online archives.

### [www.undergroundartsrailroad.com](http://www.undergroundartsrailroad.com) - March 2008

Role: Lead Web Designer

Responsible for the design of this website and logo along with supporting print materials.

### **WorldWays Social Marketing; The Mighty Timoneers - October 2007**

Role: Lead Broadcast Designer and Illustrator with Trace Pictures

Lead 2D designer responsible for supporting a team of 3D animators, creating background matte paintings and illustrations, and providing direction to animators to maintain design consistency. This was a series of seven, one minute spots aimed at promoting healthy eating for kids.

### **Children's Hospitals and Clinics of Minnesota - July 2007**

Role: Director and Lead Broadcast Designer with Trace Pictures

Responsible for illustrating and designing story boards, giving direction and feedback to animators and directing the filming of a green screen elements shoot. This was a series of spots exploring stories about children who were patients at the Children's Hospitals and Clinics of Minnesota.

### **How the Gimquat Found Her Song; Toronto Symphony Orchestra/Television Ontario - Dec 2006**

Role: Lead Broadcast Designer with Trace Pictures

Responsible for illustration and storyboards, developing a consistent look for the animated segments, and giving direction to animators. Was also responsible for costume and puppet design, designing and illustrating large scale projections used during the filming of the live performance. This is a one hour children's special promoting musical education for children.

### [www.wwe.com](http://www.wwe.com); World Wrestling Entertainment - 2005 - 2006

Role: Senior web designer with Extend Media

Responsible for designing the websites for the consumer, corporate and affiliate branches of WWE.