

Colin Finkle

A design leader that is passionate about the creative process and the interaction of design and business.

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Work Experience

Nordeau, Burlington, ON

Founder, Principal Designer

Designing brand identities for small to medium-sized businesses. Working with other creative organizations, Sold Right Away and Blackbox, on a contract basis.

October 2020 - Present

Key Accomplishments

- o Enjoyed a 5-star rating on Google My Business while developing logos, brand identities, and WordPress websites with custom themes using Divi.
- o Reduced hosting costs by 64% by developing a LAMP web server leveraging Google Cloud Platform: Compute Engine.
- o Grew brandmarketingblog.com to 30,000 monthly unique visitors through SEO writing.
- o Prepared a German bedding brand to crest \$1,000,000 (USD) in revenue by defining their brand values, story, and key differentiators.
- o Found a secure and easy solution for pharmacists to dispose of extra pills by designing a lid to a standard bin with a one-way mechanical slot.
- o Enabled Peninsula Plastics to compete against a patented product by finding an alternative solution to allow a recycle bin to stack and nest with a rotating handle. The bins are now sold at Walmarts nationwide.
- o Enabled the principal of Sold Right Away to take time off by filling in as creative director for three months. Made improvements to their creative processes and file management and assembled a Mac file server with existing hardware.

Matrix Marketing, Burlington, ON

Studio Manager

(Apr. 2013 to Oct. 2020)

Graphic Designer / Industrial Designer

(Oct. 2010 to Apr. 2013)

My team produced award-winning retail displays, fixtures, and trade show booths for clients in the US and Canada. Developed design from concept sketches to production files.

October 2010 - October 2020

Key Accomplishments

- o Hired two great contributors, each with over four years of tenure, by screening and interviewing candidates with the Director of Operations.
- o Lead two graphic designers and one freelance designer to beat timeline targets on three rounds of updates to the Walmart entertainment section, each requiring 50+ print designs.
- o Increased designer efficiency while reducing hardware and IT costs by switching the creative department's computers from Mac to Windows using change management principles.

- o Made sure legacy design files were accessible and backed up off-site by designing, implementing, and managing a file archiving procedure.
- o Encouraged cooperation between departments by clarifying design briefs with salespeople and project managers and ensuring the clients provided all required specs and assets.
- o Self-initiated a rebrand of Matrix to be perceived as more innovative, intelligent, and friendly. Defined objectives, led brainstorming sessions, and convinced key decision-makers. Managed a team of two graphic designers, a web designer, and a web developer to redesign the website, all marketing collateral, and internal documents within a four-month schedule.
- o Increased the perception of quality of Italtasta by art directing the packaging and branding of the Italtasta Selezione De-Bronzo premium pasta line.
- o Won the ITWAL Marketplace, Supplier Performance Award for 2018, recognizing the Italtasta tradeshow booth design.
- o Won a competitive RFP process run by Royal Canin for their business to design and construct the product shelving and signage in all the veterinary clinics across Canada.
- o Increased the quality and speed of internal communications by Rolling Microsoft Teams over two weeks to prepare for COVID-19 work-from-home policy. Used change management principles
- o Increased efficiency of the design department by introducing sketching in Photoshop and Clip Studio Paint as a concept visualization tool.
- o Cut in half the production cost of a corrugate display by reducing the number of corrugate sheets per display and using 82% of what remained.

FX Displays, Mississauga, ON

Industrial Designer

Designed metal fixtures and corrugated displays that were produced on-site and distributed nationwide.

September 2008 - October 2010

Key Accomplishments

- o Received buy-in from executives at Nestle and Cadbury presenting 3D renderings from Solidworks.
- o Worked directly with the factory, solving production problems while maintaining the design intent. Provided technical drawings that enabled quoting, model making, and production.
- o Greenlit 5 out of 5 product concepts pitched to Kraft for Jell-O for market testing.
- o Won a competitive RFP for Cadbury's primary convenience store display, playing both a design and sales role.
- o Won a competitive RFP for 90% of Cadbury's Canadian corrugate floor display business.

Education

Bachelor of Industrial Design, With Distinction

Carleton University, 2007

Skills

Expert Level Skills

Skills in which I have a high level of expertise and could train others.

- Solidworks
- Clip Studio Paint
- Adobe Photoshop CC
- Adobe Illustrator CC
- Microsoft Powerpoint
- WordPress
- Sketching
- Graphic Design
- Logo Design
- Brand Identity Design
- Design for Print
- Leading Brainstorming Sessions

Professional Level Skills

Skills in which I can accomplish tasks with a high level of quality.

- Adobe Indesign CC
- Adobe Acrobat Pro
- Adobe Premiere Pro
- Adobe Lightroom
- Microsoft Outlook
- Microsoft Word
- Microsoft Excel
- Design for Web & Apps
- Technical Drawing
- Ahrefs SEO Tools
- SEO Research
- Copywriting
- Writing Social Media Posts

Expert Level Skills

Skills I use to accomplish tasks with some research.

- Adobe After Effects
- Adobe Audition
- Adobe Media Encoder
- 3D Studio Max
- Cloudflare
- HTML

For more information and a portfolio of work samples, visit:

colin.finkle.com