



# resume

**Darren Young**

768 Downing Street  
Kingston, Ontario  
c. 613.583.2720  
darren@youngdesigns.ca

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“ technology over technique  
produces emotionless design.” *Daniel Mall*

I am inspired by this quote because I equate it to my own education and professional experience as a designer. The painstaking process of drawing quarter inch grids in my first year at St. Lawrence College taught me first and foremost that technique and discipline would always be at the core of my design. Twenty + years later, here I am teaching this to SLC students in the Digital Marketing, Graphic Design and Media Arts Fundamentals Programs, my opportunity to give back.

As a current Senior Graphic Designer for Allan Graphics Ltd. and a former Art Director for Kingston Publications, I have extensive knowledge and experience in design, layout, pre-press, production and client care. I effectively communicate and work well with co-workers, clients, photographers, imaging firms, printers, sign and display production companies as well as strategic planners.

In 1998 I started a freelance graphic design company 'youngdesigns'. As the Owner/Creative Director, I have been able to take on unique projects that give me the opportunity to continue to grow as a designer, work with a variety of clients and keep up with current design trends, techniques and software.

The range of clients I have had the pleasure of interacting with has allowed me to be creative and to develop and execute specific, original graphic designs for each of their needs. Working within established guidelines and budgets is a crucial element in this industry and must be respected for a successful outcome, something many designers tend to overlook.

My years of experience have given me the skills to be an effective project manager, skills that are required to create, produce and manage graphic design and marketing initiatives from conception to final artwork, to pre-press and production execution, all areas that I will contribute as a Graphic Designer for your organization.

Samples of my work can be found on-line at: [www.youngdesigns.ca](http://www.youngdesigns.ca)

Sincerely,



Darren Young

## summary of attributes.

- 24 years as Owner/Creative Director for a freelance graphic design company.
- 4 years as Professor at St. Lawrence College, Kingston
- 17 years in a graphic design/printing environment.
- 7 years experience as Art Director for a publishing company.

*Proficiency, knowledge, and strengths in the following areas:* supervision, typography, colour theory, page/magazine layouts, corporate identity, stationary packages, web site design and various promotional materials including exterior signage and vehicle wraps, audio and visual production art director and photo shoot event organizer.

MAC and Windows platform knowledge, software experience (Adobe Creative Suite, Quark XPress, Adobe Acrobat Pro, Weebly website builds, Wordpress training, Rampage workflow system (certified by Fuji Film), Dynastrip imposition software, MS Office Suite, social media campaigns and animated GIF building, Adobe Premier Elements and Wavepad applications.

## personal schooling.

**St. Lawrence College** Kingston, Ontario  
**Graphic Arts Diploma** 1998 (3 year program)

Special Accomplishments:

- Received 'Best of Show' at third year Art Exhibition
- Featured graduate on the Ontario College Application Services (O.C.A.S.) web site

## major work practice.

**College Professor** 2018 - Present

**St. Lawrence College**

100 Portsmouth Ave.

Kingston ON K7L 5A6

- Professor, *Digital Marketing Communications*: Digital Publishing, Career Preparation & Personal Branding, DMC Agency
- Professor, *Graphic Design*: Typography, Digital Tools, Graphic Design, Print Media Workflow, Techniques, Entrepreneurship
- Professor, *Media Arts Fundamentals*: Careers in Media Arts, Graphic Design

**Owner/Creative Director** 1998 - Present

**youngdesigns** (Graphic Design company),

Kingston, Ontario

**Senior Graphic Designer** 2005 - Present

**Allan Graphics**, Kingston, Ontario

- Graphic Designer
- Pre-flight / Pre-press proofing
- Client interaction

**Art Director** 1998 - 2005

**Kingston Publications**, Kingston, Ontario

- Ad campaigns, page/magazine layouts and cover creative for eight publications (Eighteen publishing deadlines per year)
- Daily interaction with sales department regarding copy status and creative for all publications
- Supervisor of in-house design department
- On-going communication with photographers, imaging and printing companies
- Creative featured at portfolios.com in conjunction with David Bell (Bell Photo)

**Graphic Design Tutor**

Fall/Winter 2001/2002 Spring 2002/2003

**St. Lawrence College**, Kingston

- Practical - Illustrator and Quark XPress (Software training)
- Theoretical - typography, design, colour theory and techniques

## client scope range and involvement.

### **City of Kingston Culture and Recreation**

2008 - Present

- Logo design, brochures/annual reports/magazine and newspaper ad campaigns/window graphics/display banners for various events, museums and the Grand Theatre

### **City of Kingston** 2014 - 2017

- Commemorative plaque designs and project management for TETT Centre, Sir John A Macdonald and ALCAN

### **Village of Elgin** 2015

- Commemorative plaque design and project management

### **Town of Deseronto** 2017

- Commemorative plaque series design and project management

### **a-one Clothing** 2015

- Exterior building signage design and branding

### **TETT Centre** 2014

- Exterior building signage design

### **Theatre Kingston** 2015 - Present

- Corporate identity design and branding, website, program and special event promotion design

### **Hockey Hall of Fame** 2012 - Present

- Large format signage for interior promotion, banner displays for various locations at the Invista Centre Kingston
- Ad campaigns and special feature sections for the Hockey Hall of Fame promoting the facilities

### **Profile Kingston** 2008 - Present

- Various ad designs and special feature sections for Profile Magazine

### **Canadian Tire** 2012 - Present

- Development of The Next Cast fishing program which includes consulting, product research, testing and display advertising for the in-store fishing department. Responsible for foreign merchandise applications and product ordering

### **Mental Health Integration Network** 2013 - Present

- Brand development for Addictions and Mental Health Redesign

### **WooDoo Apparel** 2014 - 2016

- Custom designed fishing clothing specific for die-sublimation process

### **Mayor Patterson** 2014 - Present

- Custom design/print material for office use

### **Kingston Police** 2014 - Present

- Gala event designs including poster, brochures and tickets

### **Mark Gerretsen / Liberal Campaign** 2015

- Print and electronic campaign materials

### **CHUM Group Radio Kingston** 2002 - 2008

- Logo design, business card design/promotional billboard and city bus signage/magazine and newspaper ad campaigns

### **Rockport Boat Lines** 2004 - 2008

- Print advertising, pictorial guide and brochure

### **Vandyke Law Office** 2006 - Present

- Corporate identity, stationary package, advertising and printing supply

### **KEDCO** 2006-2008

- Historic downtown Kingston walking tour booklet, Kingston Business Week Program (07-08), multiple brochures, corporate identity, web site, posters, ad campaign and promotional materials

### **Kingston Home Builders Association** 2006

- Corporate identity

### **Aztech and Associates** 2007 - 2008

- Trade show booth displays, product information sheets, power point templates and technology diagram

### **Fireplaces Unlimited** 2006

- Corporate identity and stationary package

### **Tancho Innovation Capital** 2005 - 2007

c/o Boom Strategy

- Web site design, corporate identity, stationary package, executive summary and offering memorandum

### **Performance Plants Inc** 2004

c/o Boom Strategy

- Corporate identity, stationary package, media kit folder, brochure, web site design and power point templates

### **Ledgcroft Farms Ltd.** 2006 - Present

- Corporate identity, vehicle fleet and clothing graphics

*cont'd*

## client scope range and involvement. *cont'd*

### **bkin/KINARM 2004**

- c/o Boom Strategy
- Corporate identities, stationery package, web site design and trade show signage

### **The Abrams Brothers 2008**

- Blue On Brown album, poster and stationary design

### **Kehoe Marine Construction 2009 - Present**

- Web site design

### **Camera One Video Production 2010**

- USA company based in Syracuse NY
- Web site design

### **Royal LePage / Cooke Kingston 2008 - Present**

- Web site design, branding, signage and multiple ad campaigns

### **The Essence of Your Home 2018 - Present**

- Corporate identity

### **St. Mark's Anglican Church 2018**

- Commemorative plaque design and project management

## contribution to society.

### **Founder/President**

#### **The Next Cast Youth Fishing Program May 2017 - Present**

- I personally developed from concept to launch a youth and community focused program for 20 less fortunate kids. The program consists of 6 weeks of in-class teaching by me with the focus on learning how to fish and care for our natural resources. This is followed by a full scale fishing tournament pairing 10 selected anglers with the students to form teams. The program is supported by 20+ local monetary business sponsors and 30+ product sponsors to whom I present the program to and source.

*Each child receives this all for FREE!*

[www.tncyouthfishingprogram.weebly.com](http://www.tncyouthfishingprogram.weebly.com) • Facebook: [@TNCYouthFishingProgram](https://www.facebook.com/TNCYouthFishingProgram)

#### **Boys and Girls Club of Kingston 2010**

- Design and project supervisor of bus wrap

#### **Community Living Kingston 2004 - 2010**

- Workshop/registration campaign brochures

#### **Kingston Lakers Basketball Organization 2009 - Present**

- Volunteer youth basketball coach and league convenor

#### **Royal Bank 2006**

- RSP campaign, Leo Kids account campaign, Christmas thank you cards and 100th anniversary invitations

#### **St. Lawrence College Men's Varsity Basketball 2001 - 2004**

- Team logo and jersey design
- Logo design for Cancer fund raising tournament
- 2003/2004 O.C.A.A. logo

## professional advocacy.

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**Mary Deacon**

**Professor, Advertising & Marketing Communications**

**Program Coordinator, Interactive Marketing Communications, St. Lawrence College**

p: 613.544.5400 ext. 1524

e: mdeacon@sl.on.ca

**Tracy Weaver**

**Communications Coordinator, Department of Family Medicine, Queen's University**

t. 613-533-9300 x78269

e. tracy.weaver@dfm.queensu.ca

**Bryan Babcock**

**Senior Graphic Designer, Allan Graphics (20 years, retired December 2017)**

t. 613-389-8680

**Patricia Bothwell**

**Production Manager/Supervisor, Allan Graphics (30 years, retired 2015)**

t. 613.453.5005

e. patbothwell2012@gmail.com

**Janet Sillian**

**Communications Consultant**

t. 239-233-3265

e. janetsillian@gmail.com

**Paul Robertson, BJ, MA**

**City Curator, Cultural Services, City of Kingston**

t. 613.546.4291 x1358

e. porobertson@cityofkingston.ca

## concluding remarks.

With customer focus, teamwork, results orientation and integrity being the core values in my day to day and professional life I know I would be the perfect addition to any business team dynamic.

Planning, communication, innovation and team work are the foundation to the successful design company I have established and have had the pleasure of operating for the past 20+ years and with the range of clientele I have worked with I have a great understanding of what works and what gives those clients an edge over the competition. The most important point is to listen to the client and include what they require in a unique and effective design.

In recent projects I have become well versed on the importance of accessible design and strive to meet those guidelines without hindering the design and delivery to the public. The ability to understand what is needed and to produce strong, effective creative is key for a successful design on any platform.

Being a designer and business owner I understand how one needs to keep up to date on trends, techniques and products offered. I have been able to re-invent myself by learning new skills and applying them in various ways from website design using today's more templated platforms which offer CMS and mobile friendly sites, to vehicle wraps and custom vinyl applications such as custom hockey goalie masks. I am not afraid of change, challenges or learning new applications. This is how we grow and adapt to ensure future success.

Thank you for this opportunity, based on the range of my online portfolio and professional references you will see that I am the perfect candidate to add to your team to not only evolve with it, but to enhance it on multiple levels.

Sincerely,



Darren Young