



resume

Darren Young

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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.

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 and production. I effectively communicate with co-workers, clients, photographers, imaging firms, printers and 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 and techniques.

The range of clients I have had the pleasure of interacting and to work with have 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 production and pre-press details, all areas that I will contribute.

Samples of my work can be found on-line at: www.youngdesigns.ca
I also have a print portfolio that many still enjoy reviewing. *Print is not dead!*

Sincerely,



Darren Young

summary of qualifications.

- Twelve years in a graphic design/printing environment.
- Seven years experience as Art Director for a publishing company.
- Nineteen years' experience as Owner/Creative Director of a graphic design 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.

education.

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 experience.

Senior Graphic Designer

2005 - Present

Allan Graphics, Kingston, Ontario

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

Owner/Creative Director

1998 - Present

youngdesigns (Graphic design company),
Kingston, Ontario

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

Founder/President

May 2017 - Present

The Next Cast Youth Fishing Program

- 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 was followed by a full scale fishing tournament paring up selected anglers with the student teams. The program was supported by the 20 local monetary business sponsors and the 30+ product sponsors to whom I presented the program to. *Each child received this all for FREE!*

Facebook: [@TNCYouthFishingProgram](#)

client listing and experience.

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 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 listing and experience. *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

closing statement.

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 19 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 in 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

community involvement.

The Next Cast Youth Fishing Program 2017

- Youth and community focused outreach program for 20 local less fortunate kids.

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 references.

Tracy Weaver

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

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e. tracy.weaver@dfm.queensu.ca

Patricia Bothwell

Production Manager, Allan Graphics (30 years, retired 2015)

t. 613.453.5005

e. patbothwell2012@gmail.com

Janet Sailian

Communications Consultant

t. 239-233-3265

e. janetsailian@gmail.com

Paul Robertson, BJ, MA

City Curator, Cultural Services, City of Kingston

t. 613.546.4291 x1358

e. porobertson@cityofkingston.ca

Bryan Babcock

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

t. 613-389-8680

online samples.

Template Type Sites: (Weebly)

www.theatrekingston.com

www.tncyouthfishingprogram.weebly.com

www.jackiwhite.com

www.sbimltd.com

www.woodfellastreecare.com

www.youngdesigns.ca

HTML Sites: (Dreamweaver)

www.kehoemarine.com

www.cookekingston.com

www.carpetwizard.ca

Social Media Sites: (facebook)

@TNCyouthfishingprogram

@youngdesignskingston