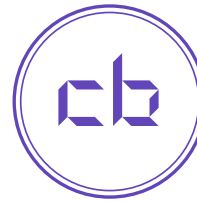


Chris Baldesarra

Curriculum Vitae



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Education

YSDN - York Sheridan Program in Design

Bachelors of Design (Honours) - Magna Cum Laude
2009-2013

Work Experience

Interactive Designer: July 2011-2013

Toronto, Ontario - York University

Contributing my front and back-end coding capability to maintain an design a refreshed UX/UI for York University's creative faculties. Reviewing design decisions with faculty personnel, wireframing, visual design, and development was central to this role.

Freelance Designer: June 2013-

Toronto, Ontario

Serving multiple clients in the areas of online brand presence, strategy, and UX/UI. Collaborating directly with clients on projects ranging from full-service website creation to integrated ad campaigns.

Junior Designer: February 2014-June 2014

Toronto, Ontario - Ontario PC Party

Collaborating with the Ontario PC Party creative team working in both interactive and print capacities. Worked to refresh the Ontario PC brand as well as their online presence across desktop and mobile touchpoints.

Senior Designer: October 2014-April 2016

Toronto, Ontario - OutRank by Rogers

Working within a tight-knit team, I served to fill the evolving needs of OutRank's startup style organization creating assets across multiple platforms and touchpoints. My role as senior designers was underscored by crafting a more strategic, robust user experience from prospect to long-term customer, as well as supporting sales teams with custom tailored resources.

Skills and Knowledge

Adobe CC: Expert knowledge of Illustrator, Photoshop, Indesign, and After Effects.

Front-end: Fluent in HTML and CSS. Familiar with jQuery, Wordpress, Pardot, Atomic, and Salesforce.

Other: Proficient with Powerpoint, Keynote and Microsoft Word.

Selected Clients



Exhibitions

Cooper Cole's Creative Type Five (2013)



References

I'm happy to make any references available upon request.