

"Tom did an excellent job of designing my latest book's cover. He gave me multiple options to consider, and was quick and efficient with the changes I and my editor required. Overall I could not be more pleased with the final design and would contact him first for my next book."

MARTIN NEIL CAMPBELL
Author

"Thomas is a dream to work with! Smart, creative, strategic, detail-oriented, steadfast... I was always confident I'd get a brilliant solution, carefully executed."

SUZE FAULL
Former Creative Director, Emerson

HARD SKILLS:

Adobe Creative Suite

- Acrobat
- Illustrator
- InDesign
- Photoshop

Experience with:

- Canva
- Keynote
- Microsoft Powerpoint
- Microsoft Word
- SquareSpace

SOFT SKILLS:

- Art direction
- Big-picture creative exploration
- Collaboration
- Critical thinking
- Design & branding champion
- Photography
- Strategic thinking
- Visual problem-solving & storytelling

TOM THRENDYLE | RGD

Graphic designer

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SUMMARY:

- I'm an idea-charged graphic designer with solid experience in corporate communications, branding, and marketing
- I bring together clients' communication challenges and my compelling design solutions, to deliver appropriate creative results
- I've designed creative for top global brands: FedEx, Walt Disney, Cara Operations, CIBC, Praxair, and York Region
- There's great value in smart communication. With years of experience, I will deliver great design solutions. Good design is good for business
- My passion for design, branding, and marketing lead me every day, to design real-world solutions that meet the client's expectations. I strive to make the next solution smarter than the last one

2021-CURRENT Independent graphic designer, Toronto, Ont.

I am growing relationships with clients, working independently, delivering strong creative solutions that delight and engage users.

- **Design-driven creative solutions provider:** I'm passionate about graphic design. My goal is to deliver creative solutions that exceed my clients' goals with engaging and visually striking graphic design
- **I'm committed:** I work tirelessly to deliver smart, creative design solutions for my clients. I partner with vendors and suppliers to ensure smooth project delivery

2002-2021/EMERSON DESIGN Graphic designer/Art director Mississauga, Ont.

- **Maintained brand identity across multiple brands:** I embrace style guides! For FedEx and Walt Disney I applied brand guidelines; from concept and design, to production, always keeping a sharp eye on upholding brand standards
- **Hands-on:** Work through entire project cycle from concept and design, production, alterations, and final electronic delivery while maintaining efficient file management along the way. For the FedEx Service guide, I was hands-on in every step of the project. When required for both of these clients, I reformatted working files in French
- **Presented creative:** For York Region, I co-presented annual report design options to senior decision-makers, writing and presenting design rationales. During the project cycle, I developed and maintained relationships with clients, translators, photographers, printers, and brand managers when applicable
- **Art directed** on-site photo shoots: I art directed several annual reports for York Region, actively partnering with client and photographer to deliver great images
- **Adapted** creative as required for online posting and social media distribution: For St. Andrew's Church, printed promotional material for events and concerts were reformatted for digital use on websites, Facebook, Eventbrite, MailChimp newsletters

CLIENT HISTORY:

- Cara Operations*
- Central Parkway Mall*
- Nikori Lifestyles**
- Federal Express Canada*
- House Warmings*
- Mother Parkers*
- Nadine Hughes*
- The Walt Disney Company*

*Employer: Emerson Design (2002-2020)

**Independent/freelance (2022+)

ACCREDITATION:

- **Registered Graphic Designers of Ontario** Certified 2010

HANDS-ON CREATIVE EXPERIENCE:

- Annual reports
- Book covers
- Identity/branding
- Magazine/newspaper ads
- Marketing documents
- POP displays/trade show
- Presentation slide decks
- Posters/banners
- Print collateral/corporate communications
- Real estate branding and marketing
- Signage
- User/service guides
- Web/email/social media assets

EDUCATION:

Sheridan College of Applied Arts & Technology

Visual Arts/Graphic Design Program, 1987

- **Board of Governors' Award:** Top honours graduate, 1987

Additional academic awards from Sheridan College:

- Heinz-Jordan Award
- Loomis & Toles Award for first- and second-year outstanding academic achievement