

kristen wei

about me

Wei Creative

FREELANCE PRODUCTION ARTIST

Clients include:

- **Loblaws** [2015 - 2017; 2019 - present]
- **Marks** [2017 - 2019]
- **Davis** [2015]

Responsibilities include:

- **initial builds** from designers' concepts or clients' briefs; meeting brand requirements, government regulations and printer specifications/limitations
- **line extensions/rollouts** - maintaining design continuity
- **adapting US design files to Canadian** and vice versa; familiarity with Canadian and US packaging regulations.

Other skills include:

- **project management** liaising with vendors, printers, legal and regulatory departments
- **creating styleguides and workflow protocols**
- **creating marketing collateral**
- **photography**

Evolution Designworks | SGS Canada

SENIOR PRODUCTION ARTIST [2003 - 2014]
STUDIO MANAGER [2002 - 2003]

Logosbrands [1998 - 2002]

ASSISTANT PRODUCTION MANAGER
PRODUCTION ARTIST

London Graphics [1995 - 1998]

MAC OPERATOR

Sam Chung & Associates [1990 - 1995]

(formerly known as Intergraph Communications)

PASTE-UP / LAYOUT ARTIST
PHOTOGRAPHER

education

Dawson College
Commercial Photography

Western University
Master of Science in Zoology

I recommend Kris enthusiastically and without reservation. I believe she would be a valuable asset to your company.

- Stephen P.

Skill & Software Facts

Per 1 kristen

Amount	% Daily Task
Design (as required)	
Production	65%
New Builds + Rollouts	
Image Manipulation	25%
Mock-ups	3%
Quality Control	5%
Technical Specifications	
Proofreading	
3D Rendering	2%
Proficiency Level	
Illustrator	▲
Photoshop	▲
Acrobat	▲
InDesign	▲

INGREDIENTS: Design Sense as applied to Production & Typography, Good understanding of various Printing Processes, Efficiency, Attention to Detail, Reliability, Diligence, Problem Solving & Creative Thinking Abilities. **Contains:** Sense of humour, sensitivity to deadlines & will **NOT** explode under pressure.

references upon request

Wei Creative

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