

# TAD NATSUHARA

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tadashidesign.com • tadashi@tadashidesign.com • 778.846.6994

To whom it may concern,

I am a professional Graphic Designer, with a diploma in Multimedia Design and Communication. With over 10 years of experience in both print and web design, my major clients have included SportChek, Coast Mountain Sports, Hockey Experts, Alberta Tourism, the Provincial Volleyball Society, Rocky Mountaineer Vacations, Birchwood Dairy Products and Bosley's Pet Food Plus.

During 2005-2010, I worked at the Forzani Group in Calgary—Canada's largest sporting goods company. As their Senior Graphic Designer, I designed various promotional print materials including advertisements, catalogues, gift cards and interior/exterior signage for SportChek, Coast Mountain Sports and Hockey Experts. Prior to this, I worked at CRCS Inc., an Internet software company, where I designed, produced and maintained over 15 different websites. In addition to this, I also produced promotional Flash movies and tested software programs.

In 2010, I moved to Vancouver where I was hired by FMS Creative. At this design agency, I created the Provincial Volleyball Society's brand, as well as implemented Rocky Mountaineer Vacations' award-winning brand in various print and web collateral. Over the past 9 months, I have been hired by Bosley's Pet Food Plus, to re-brand their marketing vision. This position has included designing and maintaining the brand consistently through all print, web, signage and social media applications.

The opportunity for professional growth and discovery in an enriching work environment appeals to me greatly, and I am very interested in taking on the challenges that await at your company.

To view samples of my work, please visit: [www.tadashidesign.com](http://www.tadashidesign.com)

Thank you very much for your time and consideration. I look forward to hearing from you.

Sincerely,  
Tad Natsuhara

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## TECHNICAL

**Software:** Photoshop, InDesign, Illustrator, Acrobat, Flash, Dreamweaver, QuarkXpress, Premiere, Microsoft Office

**Coding:** Knowledge of HTML, CSS, Javascript, Actionscript

## EDUCATION

2001 - 2002

**Applied Multimedia Training Centre**  
Multimedia Design and Communications Diploma

### CONTINUED EDUCATION

2009

**Southern Alberta Institute of Technology**  
Dreamweaver CS4 & Flash CS4

2004

**Alberta College of Art and Design**  
Design Fundamentals

## EXPERIENCE

MAY 2011 - PRESENT

**BOSLEY'S PET FOOD PLUS — Senior Graphic Designer**

Responsible for maintaining the brand consistently through all print, web, signage and social media applications

**Key Initiatives:**

- Re-brand marketing collateral to achieve a contemporary look & feel
- Interior/exterior signage for new and existing stores
- Maintain website content and update graphics

APRIL 2010 - MAY 2011

**FMS CREATIVE — Senior Graphic Designer**

Lead design on various projects involving branding, marketing collateral & websites

**Key Initiatives:**

- Produced ads, brochures & e-newsletters for Rocky Mountaineer Vacations
- Branded the Provincial Volleyball Society from logo to website
- Designed packaging for a new line of Birchwood Dairy products

OCT 2005 - APRIL 2010

**FORZANI GROUP LTD. — Senior Graphic Designer**

Lead design for Sport Chek, Coast Mountain Sports & Hockey Experts

**Key Initiatives:**

- Designed and produced advertisements, catalogues, packaging, interior/exterior signage, t-shirt designs, gift cards and logos
- Managed Sport Chek's Snowboard Gear Guide catalogue campaign
- Provided art direction on several photo shoots

APRIL 2002 - OCT 2005

**CRCS INC. — Web & Print Graphic Designer**

Design & production of all websites & marketing campaigns

**Key Initiatives:**

- Designed and produced over 15 websites & applied SEO regularly
- Created Flash commercial for website to promote Alberta tourism
- Designed all company marketing collateral

## FREELANCE

DEC 2011 - PRESENT

**ROCKY MOUNTAINEER VACATIONS**

E-newsletters & Social Media Design

MAY 2010

**GREENGRADS.CA**

Marketing Materials

JULY 2009

**FOOTJAX ORTHOTICS**

Website Design & Production