

# ALEXANDER JOO CREATIVE

GRAPHIC DESIGNER | ILLUSTRATOR | WRITER

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## PROFILE

Alexander Joo is a multi-faceted graphic designer, illustrator and writer with a strong approach to communicating ideas. From blue-chip corporation identities to start-up magazines, rigid packaging die-lines to loose snowboard illustrations, his ability to execute a wide spectrum of styles keeps his work exciting, vibrant and relevant.

## QUALIFICATIONS

**Design:** Conceptual, identity, typography, layout, packaging, web, pre-press  
**Illustration:** Digital, pen & ink, pencils, acrylics  
**Software:** Operating Systems: Windows VISTA/98/2000/ME/NT/XP, MacOS 9.x, MacOSX  
Adobe: Photoshop/Imageready, Illustrator, InDesign, Acrobat/Distiller, GoLive, Streamline, Dimensions  
Macromedia: Flash, Fireworks, Freehand, Dreamweaver, Homesite  
Other: Quark XPress, MS Office, FTP

## FREELANCE CLIENTS

**Design:** Endeavour Promotions, HRPAD, Cintex International, Nike Canada, Wal-mart Canada, Canadian Tire, Starter, Voit, Cooper, Renegade, Warp Street Tools, Concrete Jungle, Weekly Scoop Magazine, FIFA U-40, Snowco, Volkswagen Canada  
**Illustration:** Godiva Chocolatier Inc., Lush Magazine, Access Magazine, Jasmine Magazine  
**Writing:** NOW Magazine, LouLou Magazine, enRoute Magazine, Jasmine Magazine, Strut Magazine

## FULL-TIME WORK HISTORY / DESIGN AND ILLUSTRATION

Summer 2005 – Spring 2006  
Weekly Scoop Magazine (TorStar)  
www.weeklyscoopmagazine.com  
Position: Associate Art Director

Spring 2005 – Summer 2005  
AdSpots Magazine  
www.adspots.com  
Position: Art Director / Acting Publisher

Spring 2005 – Summer 2005  
The 1 One Link Inc.  
www.theonelink.com  
Position: Creative Director

Summer 2004 – Spring 2005  
FitLife Magazine  
www.fitlifemag.com  
Position: Art Director

Spring 2004 – Spring 2005  
Nishe Media Inc.  
www.nishemedia.com  
Position: Creative Director

Spring 2002 – Spring 2004  
Business Information Group (Hollinger International)  
www.businessinformationgroup.ca  
Position: Graphic/Web Designer; Flash Producer

Spring 2002 – Spring 2004  
B2Bweb (Hollinger International)  
www.b2bweb.ca  
Position: Graphic/Web Designer; Flash Producer

Spring 2002  
belladonna Communications  
www.belladonnacom.com  
Position: Graphic/Web Designer

Fall 2000 – Spring 2002  
Centre For New Technologies In Teaching And Learning  
www.cnt.senecac.on.ca  
Position: Graphic/Web Designer; Flash Producer

Summer 2001 – Spring 2002  
Certified General Accountants of Canada  
www.cga-canada.org  
Position: Flash Producer

Summer 2000 – Fall 2000  
scharK! Design and Communications  
www.schark.com  
Position: Production Artist

## WORK HISTORY / WRITING

Present  
NOW Magazine  
www.nowtoronto.com  
Position: Section Editor, "Tech Toys"

Winter 2005 – Summer 2007  
enRoute Magazine  
www.enroutemag.com  
Position: Writer, Jet Set

2002 – 2006  
Jasmine Magazine  
www.jasminemagazine.com  
Position: Writer

Spring 2002 – Spring 2003  
Banana Magazine  
www.bananamag.com  
Position: Technology Editor