

Margot Trudell

Art Director & Designer

Art Director

Publicis

November 2016 to present

My work at Publicis entails art directing designers and creating digital experiences for clients such as Canada Post, LG, Chrysler, Dairy Queen and PayPal. My digital background allows me to get a handle on briefs quickly in terms of technical requirements, and it also means I communicate well with the developers I often work with. My understanding of the web means I'm familiar with the usual limitations in the technology and know where to push against them in order to create new and interesting things for our clients and their customers.

Digital Art Director & Designer

Juniper Park\TBWA

Feb 2016 to October 2016

At JP\TBWA I worked on CIBC, Pfizer, the Canadian Breast Cancer Foundation, Apple and EOS, among others. I worked across print, digital and broadcast, and art directed freelance designers and animators frequently. I was able to work out digital design and UX problems, guiding our teams towards effective and clever solutions. My knowledge of front-end development and UX design helped me work well with developers and digital producers and I was able to communicate my ideas and reasoning for my decisions smoothly, to colleagues and clients alike.

Intermediate Web Designer

Critical Mass

Feb 2015 to October 2015

While at Critical Mass I was assigned to the AT&T account, working on new designs and updates to the existing website. I worked within a small team, communicating frequently with the related team in Calgary, and with the client in Atlanta. The work involved producing updates to comps, determining new imagery, designing icons, updating the user experience design to new standards, and coming up with new design ideas and approaches within the established brand standards.

Intermediate Web & Graphic Designer

Indigo Books & Music Inc.

Sept 2013 to Nov 2014

I was the primary designer focusing on website design for the desktop and mobile iterations of indigo.ca. I worked very closely with UX designers and developers, forming a really great collaborative relationship. I also worked with fellow designers and the ACD and CD to create new website features and implement changes in design, visual structure and user experience. I was also responsible for editing and updating the style guide; I wrote the new style guide for the mobile site redesign, which I also led.

silent-t.com

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Education

Bachelor of Design Degree
in Graphic Design, 2011
OCAD University

Skills

Photoshop, Illustrator,
InDesign, Flash, Dreamweaver,
HTML, CSS, Wordpress,
photography, illustration,
animation, video editing.

Awards

Core77 Design Awards, 2012
Adobe Design Achievement
Awards, 2012

Community

I am a part-time teacher at the **Toronto Film School**. I run the Art Direction class and help students understand how to translate feelings and messages into visual elements to be used in design.

I created and run the **Toronto Design Directory**, an online resource for creatives in Toronto. I also run events including talks, art shows and portfolio reviews.
torontodesigndirectory.com

I am a regular volunteer mentor with **Ladies Learning Code**, helping people learn basic front-end development.

Clients

Apple, AT&T, Canada Post,
Chrysler, CIBC, CIBC Run for the
Cure, Condé Nast, Dairy Queen,
EOS, LG, Indigo Books & Music,
Metrolinx, PayPal, Pfizer, Rogers,
Walmart, WIND Mobile.