

Allen Ford

*Creative Director
& Designer*

Allen Ford

Ottawa, Ontario, Canada

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get-allen.ca

Profile

As an inspiring Creative Director, I have a proven track record of motivating internal teams, presenting concepts and guiding clients, and leading branding, design and communications projects. With a keen eye for design, an embrace of new trends and technology, and a genuine passion for creativity, I thrive in environments where I can breathe life into projects through impactful storytelling and memorable visuals.

Experience

Xactly Design & Advertising

Associate Creative Director

March 2022 - November 2023

- Led and inspired a team of talented designers, writers, and videographers in the creation and execution of cutting-edge campaigns for a diverse range of clients.
- Presented and pitched concepts to clients and delivered creative briefs to internal creative teams
- Developed and implemented creative strategies to elevate brand presence and engagement across online, social, print, and outdoor mediums.
- Oversaw the end-to-end process of branding and advertising initiatives, ensuring alignment with client objectives and market trends.
- Successfully managed multiple projects simultaneously, meeting tight deadlines without compromising on quality
- *Sectors: Advocacy and Non-Profit, Agribusiness, Construction and Real Estate, Consumer Goods and Retail, Cybersecurity, Hospitality, Information Technology, Insurance, Mining, Telecommunications, Utilities*

Xactly Design & Advertising

Senior Graphic Designer

March 2021 - March 2022

- Spearheaded the conceptualization and execution of numerous successful campaigns for Canadian and American clients in retail

and technology sectors.

- Collaborated with strategists, copywriters, and digital experts to ensure seamless alignment between visual elements and campaign objectives.
- *Sectors: Advocacy and Non-Profit, Agribusiness, Construction and Real Estate, Consumer Goods and Retail, Cybersecurity, Hospitality, Information Technology, Insurance, Mining, Telecommunications, Utilities*

ProSlide Technology

Senior Graphic Designer

September 2017 - January 2021

- Led the development and evolution of the company's brand, ensuring consistency and resonance across all platforms.
- Conceptualized and executed advertising campaigns to grow brand awareness and customer engagement.
- Designed sales collateral that effectively communicated key messages and product benefits.
- Led the marketing team in creating visually striking trade show booths that captured attention and generated significant foot traffic.
- Collaborated cross-functionally with marketing, sales, and product teams to align design strategies with overall business objectives.
- Mentored and coached junior designers, fostering a collaborative and creative work environment.
- Successfully rebranded the company, resulting in a modern and cohesive visual identity that resonated with the target audience.
- *Sectors: Entertainment, Leisure, Manufacturing, Tourism*

Allen Ford Design

Creative Director

May 2005 - September 2017

- Established and operated a successful one-person design and advertising studio, specializing in providing innovative creative solutions to clients across various industries.
- Led end-to-end project management, from client consultation and conceptualization to design execution and final delivery.
- Developed and maintained strong client relationships, resulting in a high rate of repeat business and referrals.
- Produced a diverse range of design collateral, including branding materials, print advertisements, and digital assets.
- During this time worked on a project basis for Ottawa agencies such as Banfield-Seguin, MediaPlus, Nonlinear creations and others.
- *Sectors: Advocacy and Non-Profit, Consumer Goods and Retail, Hospitality, Information Technology, Non-Profit, Real Estate, Sports, Wellness*

Relevant Experience

McMillan

Graphic Designer, Motion Graphics Designer

October 2003 - May 2005

- Developed engaging visual promotional licensed content for a wide range of renowned recording artists
 - Executed motion graphics for clients and internal marketing uses.
 - Assisted in the creation of internal marketing collateral.
 - Sectors: Entertainment, Financial Services, Sports, Technology
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Globe and Mail

Contributing Writer

May 2008

- Personal column on the travails of learning to play hockey as a 40-year old adult.

Ottawa Sun

Journalist

August 1996 - August 1997

- Sports writer responsible for daily university, high school and amateur sports coverage, including writing of weekly column.

The Fulcrum

Editor and Journalist

September 1995 - May 1996

- Section editor responsible for design and layout of section and managing volunteer team of writers and photographers.
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Skills

- Adobe Creative Suite
- Microsoft PowerPoint
- Google Tools
- Conceptual Design
- Campaign Ideation
- Brand Development
- Team Leadership
- Print and Digital Design
- Typography
- Visual Communication
- Creative Problem Solving

Education

Algonquin College / Interactive Multimedia Design

September 1998 - June 1999, Ottawa

Université Canadienne en France / General Studies

September 1991- May 1992, Nice

uOttawa / B.A. (conc.) English, B.A. (conc.) History

September 1989- May 1995, Ottawa

References

Available upon request