

lucindawallace.com

EXPERIENCE

2001–present. **Wallace Creative.** Independent creative director heading up projects for a wide range of clients including Toronto Hydro, Export Development Canada, Canadian Media Guild, LCBO, MasterCard, Editors' Association of Canada, Buddies In Bad Times Theatre. Freelance design for TD Canada Trust, HMV, Cineplex Media, 50Plus and Elm Street magazines. Animation for Inside Out Film Festival and OutTV. Videography and editing for pedalmag.com. Direction, video editing and animation for A Reason To Ride, a documentary for the Toronto People With AIDS Foundation.

2002–present. **Musicworks Magazine.** Art director of innovative and award-winning publication about experimental music and sound art. Conception and implementation of two publication redesigns. Occasional illustration.

1997–2005. **Magazines Canada.** Design consultant and speaker, travelling across the country to provide consultations on publication branding and editorial design. Presented lectures and provided tutoring at educational events such as Mags University and the Magazine Publishing Workshop.

1994–2001. **XTRA.** Various positions including production manager, senior creative and advertising designer, working in the fast-paced environment of a biweekly publication. Art directed and designed covers, features, consumer guides and special publications. Executed complete redesign of all three regional publications. Produced advertising campaigns for clients such as Absolut and Baileys. Oversaw entire production process and managed staff of four to five employees.

1996–1998. **This Magazine.** Art director of the country's longest-publishing alternative journal, focusing on Canadian politics, pop culture and the arts. Received a National Magazine Award for editorial design.

PHILOSOPHY

Remember the big picture, but pay attention to the details. Superior design requires a measure of both.

EDUCATION

Sheridan College.
Graphic Design Diploma

Ontario College of Art and Design. Figure drawing, oil painting, colour theory

Ongoing studies. Workshops in photography, animation, video production, etc.

TECHNOLOGY

Advanced. InDesign, Photoshop, Illustrator, QuarkXPress, Final Cut Pro, After Effects

Intermediate. Dreamweaver, Fireworks, HTML, CSS, Acrobat Pro, Premiere, Soundtrack, PowerPoint

Basic. Flash, FileMaker Pro

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