



## OVERVIEW

I'm Marc Lafrance. I am a dedicated and creative Canadian designer who comes with a strong background in both print and digital media. Over the past six years I have held positions at a number of branding agencies as senior graphic designer and creative director, and continue to freelance for a multitude of clients between Ottawa, Toronto, Montreal and Vancouver.

## EDUCATION

- Interactive Multimedia Developer 2008 (Algonquin College)
- Print Media 2010 (Algonquin College)

## WORK EXPERIENCE

- 2016-Present – Intel (Visual Designer)  
Overlooking marketing design for Recon Jet & Recon Jet Pro, including website design, web ads, print ads, photography & videography, tradeshow materials and promotional products. Developing UX and UI materials for upcoming wearable technology products.
- 2012-2014 – Kickit Digital (Graphic & Web Designer / Partner)  
Leading client consultation meetings, completing web and print projects from concept to final product, organizing and assigning tasks to a team, proofing outgoing work, quality control, supervising print production and installation.
- 2011-2012 – Hi Impact Media (Creative Director)  
Identifying clients' needs and implementing corresponding branding strategies, completing web and print projects from concept to final product, organizing and assigning tasks to a team, proofing outgoing work, quality control, supervising print production and installation.

## SKILL SET



- Illustrator
- Photoshop
- InDesign
- Web Design - WP, SP, Shopify
- Motion Graphics - After Effects, C4D
- Video Editing - Premiere Pro, Final Cut

## CONTACT

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