

★ Résumé / Curriculum Vitae

# Simon Oakley

## Designer & New Media Specialist

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HTML

CSS

PHP

JAVA

ADOBE CREATIVE SUITE

APPLE FINAL CUT STUDIO

Media is constantly evolving and, having a passion for media and design, I believe it is my job to evolve with it. By working in an environment where best practices are continuously being discovered and re-evaluated, I employ a positive attitude towards learning and teaching. There are always new and exciting ways to connect with your audience and, in turn, have your audience connect with you.

My position as Senior Designer at McMaster University's Media Production Services has provided me with a strong working knowledge of the McMaster brand; it's guidelines and how to apply it throughout multiple forms of media. A recent example of a new media role within my current position has been the research and implementation of database driven, variable data and direct marketing tools for the Web and print.

My interests in new media have expanded beyond my daily professional career to entrepreneurial endeavors. My current project, Oakley Hall Design is a company focused on the strategic implementation of corporate identity, web presence and marketing reach through design, CMS, web 2.0, social networking and analytics. The recent boom of online marketing technologies has enabled Oakley Hall Design to successfully expand its client base internationally.

I am excited by the prospect of future job opportunities, which value the importance of combining sophisticated design with strategic marketing.

- 2008 – 2011 **Oakley Hall Design**  
Founder / Art Director
- 2008 – 2011 **McMaster University**  
Senior Graphic Designer
- 2006 – 2008 **Gennum Corporation**  
Creative Services / Marketing
- 2002 – 2005 **Allset Inc.**  
Graphic / Web Designer
- 2001 – 2002 **Biz-Online International**  
Web Site Developer
- 2000 – 2002 **Canadore College**  
Design Tutor / Assistant
- 2000 – 2002 **Canadore College Student**  
Graphic Design Production
- 1999 – 2008 **Freelance Design**  
Graphic / Web Design