



Ideas.
Some good.

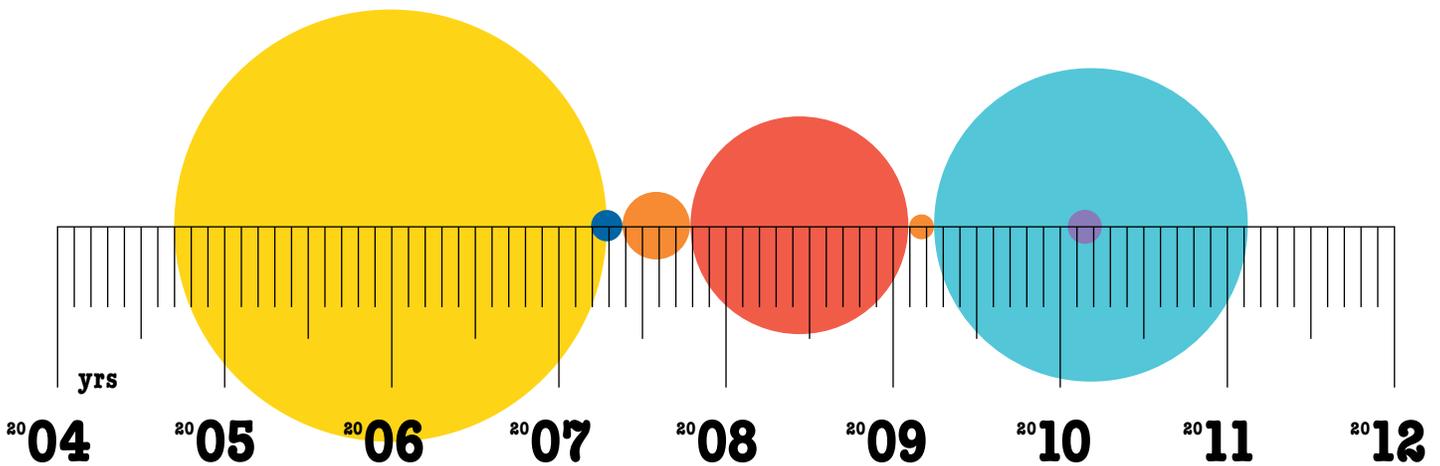
Jonathan MacArthur
Art Director

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Hello,
Thanks for taking a peek. I'm looking for a modest Art Director position to do immodest work. Are you hellbent on producing the best work of your life? Me too. If you like what you read, I'd love to chat.
Cheers,
Jonathan



AGENCY EXPERIENCE

REACTOR ART + DESIGN
DESIGNER

What started out as a 1-month internship turned into a 5-month, paid freelance position. I also spent a few months at Reactor in early 2009 after a layoff. Clients included Dairy Board of Canada, Hot House Café, Parkway Mall, Marshall Homes, and more.

This was a cool atmosphere. Got to do a lot of experimenting with the letterpress shop next door like making cyanotypes and hand-etched letterpress film to plates.

COMPANY B COMMUNICATIONS
PRODUCTION ARTIST

Creating solid files, sweatin' the details; a one-man production department in a very fast-paced agency. Working 1-on-1 with a brilliant CD to push brands beyond their expectations, join in creative brainstorming, and execute designs with minimal direction. Clients included Bayer Canada, Ontario Centres of Excellence, InStorage, TD Bank, and more.

We once gave our clients used toasters for Christmas.

FIELD DAY INC.
CREATIVE

Transforming a brief into a simple & contagious idea, or exploding it into a grandios, multi-faceted campaign. Concept development, art direction, copywriting, design, you name it and I did it... a lot.

If you love what you do, it doesn't matter if you're storyboarding a national TV spot, or cutting out grass from Canson paper until 4 a.m. for a concept that will never see the light of day.

EDUCATION

GEORGE BROWN COLLEGE
GRAPHIC DESIGN (3 YR)
CLASS OF 2007

Learned: clipping pathery, idea exploration, accepting criticism, alcohol limits, and teamwork.

School was a great opportunity to come up with many bad ideas, to fail, to learn from those experiences and push through to find a better solution.

GEORGE BROWN COLLEGE
PEER TUTOR — SCHOOL OF DESIGN
CLASS OF 2007

Software and design help for 1st & 2nd year students. This was a great learning experience, if I didn't know the answer I had to figure it out.

Most of the time the job became encouraging students to think bigger, to break out of their comfort zone.

RYERSON UNIVERSITY
HTML & CSS (CONT. ED.)
JANUARY - APRIL 2010

A comprehensive course that covers beginner to mid-level web chops. Course included a rudimentary look at Javascript as well.

I think it's crucial to keep my ear to the ground and do my best to know what's hot now, and what's hot next in the online landscape.