

Wes Swain

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Senior design professional with a broad work history of exploration and collaboration. Experienced in agencies, with major brands, and freelance. Driven to learn.

Skills

- Adobe Creative suite, with specialty in Photoshop, Illustrator and InDesign.
- Digital Marketing Campaigns
- Art direction
- Social Media design
- Creating branding and collateral
- Evaluating AI and SaaS for integration
- Email campaigns
- AI for creative workflows (Firefly, Gemini 3.1/Nano Banana Pro)
- Leading teams
- Figma
- FontForge
- Comfortable writing HTML, CSS, and some PHP or jQuery
- Packaging design and prototyping
- Design for print

Professional Experience

Mastronardi Produce Ltd. | Graphic Designer (Senior level) (2024 - Present)

- Project lead for numerous teams, executing efficient and quality work across multiple disciplines including packaging, social, web and, out-of-home advertising
- Early and mid-stage CPG branding
- Art direction and execution for social and print campaigns
- Art direction for commercial websites
- Photography art direction and lookbook design
- AI (for design) evaluation and workflow creation
- Project management (including pricing negotiation with 3rd party vendors)
- Training and supporting junior team members

Montel Plastics Ltd. | Graphic Design Supervisor (2019 - 2024)

- Brand lead for Montel and partner companies
- Design assets for packaging, print, web, iconography, and digital assets
- Design and build websites
- Lead meetings with C Suite/executive and management members for scope

- Project management (timing and coordinating, assigning work)
- Product design and prototyping (3d modeling and 3D printing)
- Secure documentation creation (Adobe Acrobat)
- Evaluate Software as a Service (SaaS) vendors for UI and feature vetting

Atomic Agency Inc. | Web Design Lead (2018 - 2019)

- Design responsive websites, building upon and predicting visual trends
- Create site mockups, wireframes and page flow materials
- Meet with clients and partner agencies to establish scope for websites and digital projects
- Create art and graphic assets for print, web, digital services
- Art direct development of new brands and refreshing established brands

Tango Creative Group | Sr. Designer (2016 - 2018)

- Website design
- Team lead
- Create art and graphic assets for print, web, digital services
- Copywriting for online ad programs (Google AdSense, Facebook, Twitter) and radio
- Assist in development of new brands and establish brand guidelines

HOOK Creative Group | Designer (2013 - 2016)

- Create graphic assets: layout, illustration, photography, packaging, and digital
- Work within complex brand guidelines
- Time management for multi-project, multi-deadline workflow
- Animate Flash and HTML5 ads
- Copywriting for product labels, social media and, web advertisements

Volunteer Experience

Point Pelee Karting Club | "Web Guy" (2019 - Present)

- Design and maintain pointpeleekarting.com/PPKC/ (PPKC is a registered not-for-profit in Essex County)

Education

St. Clair College of Applied Arts and Technology | Graphic Design Diploma