

# Catherine Baird

Interactive Art Director & Designer

[www.catherinebaird.com](http://www.catherinebaird.com)

Canadian & British Citizen

06 34 65 31 30

+33 6 34 65 31 30

catherinegracebaird@gmail.com

## LANGUAGES

**English** – Native Language

**Français** – Lu, écrit, parlé (niveau intermédiaire)

## FOR FUN

Yoga, photography, writing, blogging, art history, finding old bookstores, camping, hiking, cooking, and gardening, riding my bike on sunny days.

## WORK EXPERIENCE

**Creative Lead/Senior Art Director, henderson bas 2005 – 2008**

[www.theniceagency.com](http://www.theniceagency.com)

Ideation, art direction and design for online marketing campaigns and user experience. **Clients:** Mercedes Benz, Capital One, Joe Fresh Style, President's Choice, ING Direct, eBay.ca, Virgin Mobile, Hbc, Mackenzie Financial, McCarthy Tétrault, and Levis. **Other responsibilities:** Managing a team of nine designers, recruiting, building client relationships, presenting all creative concepts.

**Senior Designer, ecentricarts inc. 2001 – 2005**

[www.ecentricarts.com](http://www.ecentricarts.com)

Information design and branding for a variety of clients in the arts, culture, non-profit and government sector. **Clients:** Canadian Music Center, McMichael Canadian Art Collection, Virtual Museum of Canada, Ritchies Auction House, Canada Health Infoway, HealthyOntario.com, Canadian Institute for Health Information, Grand & Toy, Purina, Hamilton Wentworth District Schoolboard.

**Freelance Commercial Artist 2000**

Mural painting, website and print collateral design. **Clients:** Hydro One, University of Toronto

## EDUCATION

**Alliance Française 2004 – 2005, 2007 – 2008**

Level completed B1

**Sheridan College – New Media Design 2001**

Post Graduate Certificate, Sheridan Scholar

**University of Toronto – Art & Art History 1995 – 2000**

Hons. B. A (high distinction), Sheridan Scholar, Dean's Honor List (99,00)

## AWARDS

2007 Applied Arts Award – Mercedes: What Drives You?

2007 ADCC Award – Merit Business to Consumer: Capital One - It Adds Up

2007 Digital Marketing Awards – Interactive Banner Ad Joe Fresh Style Calculator

2006 Applied Arts Award – Interactive Banner Ad Joe Fresh Style Calculator

2006 Applied Arts Award – Virgin Mobile Free the Numbers

2006 Digital Marketing Awards Gold – Mackenzie Financial – Burnrate

2005 Digital Marketing Awards Certificate – Purina mypuppy.ca

2004 Digital Marketing Awards Certificate – Virtual Museum of Canada

2004 Webby Award – Government+Law santeontario.com

2004 Applied Arts Award Canadian Music Centre – Sound Adventure

2002 Digital Marketing Awards – grandandtoy.com