

Christel LeBlanc, MDes



EDUCATION

2010 **Master of Design**, NSCAD University

2008 **Bachelor of Arts**, Honours in History,
University of King's College

DESIGN PRACTICE

See projects from my studio, **Forest Friend Creative Projects**, at www.forestfriend.ca/portfolio

RECENT PROJECTS INCLUDE:

Website for renowned American **photographer Dick Blau**, professor at the University of Wisconsin

Web & print marketing materials for natural medicine firms **Restorative Formulations** and **Patient One Multinutritionals**

Poster & branding for **Fair Trade Bazaar**, Halifax

Web design in partnership with web development firm **Colibri Software** at Acadia University

Promotional materials rebranding and print design for the **University of King's College**

Annual report for the **Marine & Environmental Law Institute** at the Schulich School of Law

EXPERTISE & INTEREST

Design history, criticism and writing, focusing on art, design, style and visual culture

Communication and graphic design for print; branding & strategy; information graphics

Drawing in pen & ink, stampmaking, papercraft

Web and interactive design, specializing in open-source content management systems

Handcraft and other media applied to digital design

EXPERIENCE

Since 2012

Instructor, NSCAD University,
Division of Design (DSGN 3010) &
Extended Studies (Wordpress)

Since 2011

Creative Director, Forest Friend Creative Projects
(graphic, print & web design)

2011-2013

Designer, Assistant to Project Management & Administration, Dalhousie Marine Piracy Project,
Marine Affairs Program, Dalhousie University

2010-2012

Designer, Assistant to Administration, Marine &
Environmental Law Institute, Schulich School of Law,
Dalhousie University

2008-2011

Designer, Line Upon Line Design (family business)

APPLICABLE SKILLS

Graphic design and digital illustration using Adobe Illustrator, InDesign, Photoshop, other CS programs, the full MS Office suite and web-based tools

Web design with Wordpress & Joomla, experience with Apache and MySQL, html and css; experience designing for devices (phone & tablet) with the latest design apps and social media tools

Teaching third & fourth year students in Intermediate Interactive Design (DSGN 3010); course includes web design with Wordpress, print design and a history of web theory & digital technology

Experience in pre-press and printing, project management and small business management

Academic writing, as shown in thesis works and research papers

WWW.FORESTFRIEND.CA



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