

# Colin Bowes

Senior Art Director

**Toronto, Ontario**

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Accomplished designer with over 20 years of experience in multimedia, animation and visual design. Innovative creator of cutting-edge designs and advertising campaigns. Areas of expertise include...

- Creative Direction
- A/B User Testing
- Storyboarding
- 3D Art
- User Flows
- UX / UI Design
- Agile Methodology
- Conceptual Design
- Animation
- Site Maps
- Art Direction
- UCD/HCD
- Journey Mapping
- Persona Creation
- Use Cases

## TECHNICAL PROFICIENCIES

PLATFORMS: Mac OS, Windows

SOFTWARE: Invision; Sketch; Adobe Creative Suite (Photoshop, InDesign, Illustrator and After Effects); Axure; Flash; 3DS Max; ZBrush; Substance Designer; Substance Painter; Unreal Engine; Responsive Web Design; HTML/CSS; Javascript; Sublime Text; GitHub; SourceTree

## PROFESSIONAL EXPERIENCE

### **Bank of Montreal — Visual Designer**

Toronto, ON | 1/2018 - 2/2019

Led visual design, spearheaded UI Design mockups, and provided assistance with BMO design system, UX wireframes development, persona creation as well as A/B user testing.

#### KEY ACHIEVEMENTS

- Designed UI application, significantly reducing approval time for Small Business products from 30 days to only 3 days.
- Successfully headed visual design for BBX Lending Application.

### **Scotiabank — UX/UI Consultant**

Toronto, ON | 6/2016 - 11/2017

Provided UX/UI design expertise for agile teams, supervised all aspects of product design, liaised with front-end developers, ensured compliance with guidelines, and created UX/UI deliverables including personas, prototypes, and wireframes.

#### KEY ACHIEVEMENTS

- Redesigned credit card sales funnel using A/B user testing methodology, resulting in

increased traffic and sign-ups.

- Revamped day-to-day banking sales funnel, improving banking processes and boosting traffic to site.

## **McCann Canada — Sr. Art Director**

Toronto, ON | 5/2011 - 1/2016

Managed and coached team of 2 junior designers, led all functions of site redesign including navigation, home page, vehicle pages, and process creation for page maintenance.

### KEY ACHIEVEMENTS

- Developed enhanced version of GM.ca site, redesigning pages and leading to growth in traffic.
- Conceived template guides and trained junior designers, ensuring succession plan and facilitating process for future updates.

## **Young & Rubicam — Sr. Designer**

Toronto, ON | 1/2009 - 5/2011

Created designs and concepts of micro-sites, banners as well as rich media ads.

### KEY ACHIEVEMENTS

- Launched interactive application for LG Canada, generating such great success that the application was re-deployed in the US and Korean markets.
- Conceptualized rich media advertising for Ford F-150, significantly increasing visits to vehicle page.

## **Organic Inc. — Sr. Art Director**

Toronto, ON | 9/2006 - 8/2008

Created designs and conceptualized online ad campaigns for the automotive brands Chrysler, Dodge and Jeep.

### KEY ACHIEVEMENTS

- Created and designed B2B website for Dodge's line of Heavy-Duty vehicles increasing consumer awareness and overall page traffic.
- Conceptualized the Jeep Patriot Way Beyond Trail microsite which was named an honoree for the 2008 Webby Award for Best Navigation/Structure.

## **Grey Interactive — Sr. Interactive Designer**

Toronto, ON | 11/2005 - 9/2006

Created and conceptualized online ad campaigns and microsites for Pedigree, Research In Motion, Samsung and E-Trade.

### KEY ACHIEVEMENTS

- Designed interactive content for the Pedigree Adopt-A-Pet program which led to a direct growth in page traffic as well as an increase in pet adoptions for the GTA.
- Helped conceptualize and designed pitch content that directly led to winning the RIM Blackberry account.

## **Date.com** — *Creative Director*

Miami, FL | 3/2003 - 10/2005

Managed and coached a team of 4 (2 designers, a copywriter and a developer), led all functions of brand and site redesign ranging from the initial research, wireframes, UX patterns, user testing and final high fidelity comps.

### KEY ACHIEVEMENTS

- Aligned all Date.com branding to a consistent look resulting in increased user sign-ups and generally more successful banner campaigns.
- Redesigned complete site functionality directly leading to greater user engagement.
- Organized a professional photo shoot using Date.com members who were then featured in the sites advertising.

## **nurun** — *Int. Graphic Designer*

Toronto, ON | 9/1999 - 9/2002

Concepted and designed websites for brands like Canadian Tire, Sears, and Lotus.

### KEY ACHIEVEMENTS

- Designed and updated the Canadian Tire eFlyer - the first weekly online periodical.

## **FSC Internet** — *Graphic Designer*

Toronto, ON | 6/1998 - 9/1999

Concepted and created the 1999 model year redesign for like Mazda Canada.

## **EDUCATION/TRAINING**

### **Diploma in Design Arts**

Seneca College - Toronto, Ontario

### **Diploma in Game Art & Animation**

Seneca College - Toronto, Ontario