

# ROD GRAVES

COMMUNICATION DESIGNER

WWW.RODGRAVES.COM CONTACT@RODGRAVES.COM

## EDUCATION

- 2006 Emily Carr Institute**  
Bachelor of Design: Communication Design, GPA 3.65 out of 4
- 2004 Rhode Island School of Design**  
Exchange student: Graphic Design dept., spring semester
- 2001 University of Victoria**  
Macromedia Certified Courses: Advanced Flash & Dreamweaver

## CAPABILITIES

### Professional

Creative strategy and conceptual development, interactive and print design, typography and photography

### Technical

Hand-coding of standards compliant CSS & XHTML websites  
Preparation and production of files for offset printing  
InDesign, Photoshop, Illustrator, Flash, Dreamweaver; Mac OS X and Windows  
Advanced photographic digital post-production and manipulation  
Raw digital image processing with Camera Raw, Camera One and Aperture  
Film and digital photography, lighting, scanning, giclée printing  
Able to learn and utilize new technology with ease

### Business

Confidence in client interaction and project planning/management  
Excellent verbal and written English abilities; strong organizational skills

## EXPERIENCE

- 2006- Free Agency Creative**  
Communication Designer for interactive and print projects
- 2006 Prism Imaging**  
Digital imaging specialist responsible for photographic manipulation, film scanning, giclée fine-art reproduction and pre-print preparation
- 2003 Electronic Arts Inc.**  
Interface Designer (co-op) for NBA Live 2004  
Responsibilities included the partial re-design of a new Electronic Arts Canada website; the design and production of the title screen, in-game interface overlays, interactive proposals for front-end menu systems, re-design of the Freethrow feature, custom team logos, image processing and scripting, internal advertising for charity
- 1997- Freelance**  
Clients include The Victoria Memory Clinic, Buyvancouver.com, Splitting Adam, Impact Business Network, Radar Hill Marketing, NetPartners Marketing, Gary Bazuik realty, Usability Architects, B4 IPO, the BCATML, Imagetek Graphics New York, Women Helping Women, Zestos Franchises, PING Consulting
- < 2001 Suburbia Studios, Malahat Group International, Graphic Knights Service Bureau**  
Design internships through co-op and work experience programs

## RECOGNITION

- 2007** Two of my photos included in a New York city gallery exhibition
- 2006** One of my photos published full-page in a Russian Esquire article about photography
- 2005** Voted as the winner of the Emily Carr Institute graduation exhibition poster competition
- 2003** Selected as the second highest ranked candidate for the Emily Carr Institute Exchange Program
- 2002** Accepted to the Communication Design and Photography programs at Emily Carr Institute
- 2001** Accepted to the Rhode Island School of Design and Emily Carr Institute