



# ERIC ROCHON

ART LEAD, CREATIVE DESIGNER | PRINT/DIGITAL/MOTION

## CONTACT

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[www.ericrochon.design](http://www.ericrochon.design)

## SKILLS & KNOWLEDGE

- Graphic Design
- Logo Design
- Brand Identity
- Creative Direction
- Print Production
- Project Management
- Business Management
- Video Production
- Video Editing
- 2D + 3D Animation
- Interactive Design
- Digital Illustration
- Adobe Creative Suite
- Microsoft Office
- Web Design & UX
- HTML & CSS
- Creative Strategy
- Leadership

## ABOUT ME

I am an experienced designer who has worked with a variety of clients across many industries such as Voilà by Sobeys, Fall for Dance North, Radius Financial Education, Rugby Canada, Physical Health Education Canada, The Ottawa Network for Education, The Ottawa International Animation Festival, and more.

I have a passion for the creative process. Throughout my 15 years of experience in design roles and more recently as an art lead, I have created many effective creative solutions and user experiences for my clients. Whether it's a large-scale campaign or a small project, I pour the same passion into creating impactful designs that resonate and produce effective results.

I have a wide skill set spanning across all aspects of visual design, be it motion storytelling, typography, illustration, print, or interactive design. I have created and revitalized brands top-to-bottom through brand identity design, video, animation, print campaigns and social media marketing.

## EXPERIENCE

### **Voilà by Sobeys** (Feb. 2023 – Present)

*Art Lead*

Currently I am an Art Lead for Voilà's Toronto office where I oversee creative projects. I maintain quality and ensure campaigns and promotional materials are on-brand and effectively communicate the goals outlined in the marketing strategy. I create high-level design concepts and work with creative designers to carry those concepts into production. Under supervision of the creative manager, I provide feedback and approvals to help the team excel. I have overseen and worked on materials for the launch of the Voilà brand in the Alberta market as well as a brand refresh to implement the Longo's brand into the Ontario market.

### **Brood Studio Inc.** (Dec. 2015 – Feb. 2023)

*Creative Director, Designer, Co-Founder*

I owned and managed Brood Studio, a business offering branding and creative services based in Toronto. I was the primary designer and creative director, the one who would conceptualize and carry out ideas from creative conception all the way through production. I helped businesses build brands that are authentic, creative, and resilient.



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## EXPERIENCE (continued)

### **Vicinity by Rogers** (Feb. 2015 – Dec. 2015)

*Graphic Designer*

Vicinity is a division of Rogers offering a loyalty card program to small businesses. At Vicinity I was an in-house Graphic Designer and I helped to develop and improve their brand with motion graphics, illustrations, infographics, online ad design, landing page designs, and any visual marketing they required. I also took the initiative to organize, shoot, and edit some video promos for them during my time there.

### **Freelance** (Nov. 2013 – Feb. 2015)

*Graphic Designer*

Throughout 2014, as a precursor to starting my own business, I offered my services to a variety of clients in Ottawa, including The Ottawa International Animation Festival & Gusto TV as a freelance designer and production artist.

### **McMillan** (April 2009 – Nov. 2013)

*Graphic Designer*

At McMillan, I created design concepts and I also handled production for a number of large enterprise businesses such as Canada Post, Intuit, Hitachi Data Systems, Unify (formally Siemens Enterprise Communications), Opera Lyra, The National Arts Centre of Canada and The Ottawa International Animation Festival. I worked on poster ad campaigns, animated online banner ads, and UI designs.

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## EDUCATION

### **Graphic Design** (Fall 2006 – Spring 2009)

*Algonquin College of Applied Arts*

### **Animation** (Fall 2004 – Spring 2006)

*Algonquin College of Applied Arts*