

ROB | MCFADDEN

CREATIVE DIRECTOR + DESIGNER

RESUME / CV  77 Huntley St - Apt 2615 Toronto, ON M4Y 2P3



PROFILE SUMMARY

- Talented designer with over 18 years of proven design experience.
- Expert in managing highly efficient creative teams.
- Strong technical/software design skills. Jumps hurdles like a gazelle.
- Proven ability to bring ideas from concept through to successful completion.
- Ability to thrive and perform miracles under pressure and tight deadlines.



EMPLOYMENT

CRITICAL MASS - Creative Director

Oct 2022 - Feb 2025

As a Creative Director, I led multiple creative and production teams across motion and static advertising, overseeing the development and execution of high-impact digital campaigns through various programmatic and paid media platforms. I directed cross-functional groups—including motion designers, developers, and art directors—to bring creative concepts to life across a wide range of deliverables and formats. My leadership spanned campaign planning through execution, with hands-on experience in tools like Celtra and Flashtalking for DCO, as well as Adobe After Effects and Animate for rich media production.

I was responsible for transforming singular creative visions into scalable, multi-platform campaigns, ensuring brand consistency, performance optimization, and technical accuracy across placements. I drove innovation through automation and workflow streamlining, balancing speed with precision between dozens of concurrent projects. My role also included close collaboration with client service and media teams to align creative strategies with performance goals. I fostered a culture of experimentation, mentorship, and continuous improvement while navigating tight timelines and evolving industry standards—positioning the agency at the forefront of digital advertising innovation.

GCI CANADA - Senior Art Director

Mar 2020 - Aug 2022

At GCI, a PR agency specializing in digital campaigns, I led a small creative team in delivering motion design, video editing (After Effects), web design (WordPress), and custom print assets for influencer-driven campaigns. I collaborated directly with clients, internal account leads, and influencer partners to develop visually compelling content that aligned with campaign strategy and brand voice. Supporting high-profile accounts like Mattel (Barbie and Fisher-Price), LG, Egg Farmers of Canada, and several pharmaceutical brands, I helped produce impactful work that delivered measurable results—one Barbie campaign achieved a 45% increase in engagement.

My leadership helped deepen client relationships and elevate the agency’s digital creative capabilities, resulting in repeat business and several successful new pitches. By fostering close collaboration across departments and championing creative consistency, I played a key role in integrating design thinking into the agency’s PR and influencer workflow.

TREVOR//PETER - Art Director / Studio Lead

Apr 2018 - Feb 2020

As an Art Director in creative and production design for both print and digital, I led multidisciplinary teams of designers through every phase of the campaign process—from concept development to final production. I oversaw the creation of cohesive, high-impact user experiences across POS, OOH, experiential signage, and digital activations. My leadership was instrumental in guiding teams across multiple projects simultaneously, ensuring alignment with brand strategy and visual excellence. I actively mentored junior designers, fostering their growth through constructive feedback, hands-on collaboration, and professional development opportunities.

Working with major clients including Nike, Red Bull, Huawei, and Diageo (Smirnoff, Crown Royal, Johnnie Walker, Don Julio, and Tanqueray), as well as cultural and community-focused brands like The Bentway, Stackt, and 48 North, I ensured creative output exceeded expectations while staying on brief and on budget. By cultivating a studio culture rooted in innovation, accountability, and trust, I helped elevate team performance and contributed to the long-term creative reputation of the agency.

CHEF’S PLATE - Art Director / Designer

Jan 2016 - Apr 2018

Directed all creative efforts at a high-growth startup, leading brand development, visual identity, and cross-platform design strategy. Oversaw UI/UX for the website, shaping the entire customer journey to enhance engagement and conversion, while leading execution of high-budget ad campaigns (Google/Facebook) with A/B testing and performance optimization. Managed a junior designer and collaborated on photography and production to deliver cohesive, high-impact creative across all touchpoints.

THE BRAND FACTORY - Production Manager

June 2011 - Dec 2015

I started as a graphic designer and progressed into a leadership role, managing creative teams, timelines, and project delivery. I scheduled design hours, provided estimates, and oversaw campaigns from concept to completion. Working closely with clients, internal teams, and third-party suppliers, I ensured projects stayed on track, on brand, and on budget. I also art directed and delegated work across the team, maintaining high standards of creativity and execution.

MEDIAEDGE COMMUNICATION - Graphic Designer

Oct 2009 - June 2011

I designed layouts for 14 monthly and biannual publications, creating sales brochures, media kits, and ads. I sourced images, handled creative production, and managed pre-press tasks. Collaborating with sales managers and clients, I ensured designs met their needs and enhanced each publication’s visual appeal and effectiveness.

MCOUAT PARTNERSHIP - Graphic Designer

Sept 2007 - Sept 2009

Created and produced a wide range of materials; digital and print advertisements, wayfinding/interior/exterior signage, sales office collateral, maps, newsletters, brochures, e-blasts, wall graphics and stationery.

REFERENCES: Available if needed upon request.



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EDUCATION

2005
2007

GEORGIAN COLLEGE

Barrie, Ontario
Diploma in Advertising

2000
2005

YORK UNIVERSITY

Toronto, Ontario
BA in Humanities + Film

Thank you for your time :)