

Paul Black

(250) 686-1333
HELLO@PAULBLACKCREATIVE.COM
4970 PROSPECT LAKE RD,
VICTORIA, BC V9E 1J5

COVER LETTER, RESUME
AND PORTFOLIO SAMPLES

DEAR RECRUITMENT COMMITTEE / HUMAN RESOURCES:

I am an experienced multidisciplinary strategic creative professional dedicated to helping companies achieve their business objectives and deliver measurable, impactful results. As a conceptual creative strategist, I have a proven track record of developing innovative, award-winning brand experiences. My skills encompass digital environments, leading teams, managing complex projects, and collaborating effectively with clients and industry partners.

I guide clients and stakeholders through a creative process that fosters trust and ownership. My approach is informed by research and data, along with clearly defined project objectives. With expertise in colour theory, typography, and illustration, I create compelling visual narratives. Additionally, my experience in UI/UX enables me to develop product-ready brands and effective design systems.

I have led creative teams for 15 years, during which I have learned how to grow and nurture talent. I focus on creating an environment that retains talent while also challenging their skill set and providing realistic goals for career development.

My background includes designing apparel and accessories, as well as supporting sales growth for lifestyle and fashion brands across North America. My experience covers art direction, graphic design, pattern creation, product development, material selection, finishings, and production tech packs for print-on-demand, cut-and-sew garments, and technical outerwear.

Outside of work, I enjoy spending time with my family. I am passionate about photography, biking, gardening, and caring for my chickens. I love learning new things, whether it's a new sport or skill set. Recently, I obtained Transport Canada's Cruising Standard certification, allowing me to captain and charter sailing vessels up to 32 feet.

I encourage you to schedule a call so we can discuss your needs. During our conversation, I can share a curated portfolio that aligns with your specific requirements, whether it's for branding, web design, product design, apparel, or communications.

Best regards,

PAUL BLACK



RECENT APPAREL PROJECT:
WORLDSOCCERSHOP.COM



Professional Profile

A conceptual creative strategist with a strong background in developing innovative, award-winning brands. Skilled in digital environments, leading teams, managing complex projects, and collaborating effectively with clients and industry partners.

Education

Diploma in Graphic Design
Sheridan College
Oakville ON

Technical Skills

ADOBE CS

Illustrator, Photoshop,
InDesign, Lightroom,
Premiere, After Effects

CMS PLATFORMS

Webflow, WordPress,
HubSpot, Unbounce,
WIX, SquareSpace

EMAIL MARKETING

Mailchimp, HubSpot,
Constant Contact,
Klaviyo, Zoho

PRODUCTIVITY

Microsoft Office,
Apple's iWork Suite,
Google Suite,

DIGITAL DESIGN

Figma, Framer, Miro,

CONTENT CREATION

Canva, CapCut

PROJECT MANAGEMENT

Asana, Wrike, Trello,
Jira, To-do, Flow

COMMUNICATIONS

Slack, Teams, Zoom,
Meetings, FaceTime

Work History

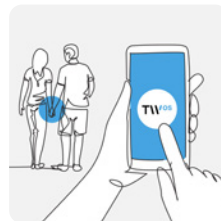
PAUL BLACK CREATIVE

CREATIVE DIRECTOR, DESIGNER

SEPT 2021 - PRESENT



Sheringham Distillery - Art direct on-site and remote photoshoots in Toronto, design digital ads and social media content, create multi-channel campaigns, custom illustrations, and packaging design.



ThoughtWire - I Designed a human-centric brand language; created decks, infographics explaining complex ideas simply, executive dashboard UI/UX, brand guide and supporting asset library.



Hub Technical Sales - Led an international design team mapping Hub's enterprise application's customer journey and redesigning the executive dashboards and product UI/UX.



Damn Good - New logo and brand identity captures a candy store's colour and excitement, combined with a psychedelic headshop. Each illustration reflects its dosage and whether it is Sativa or Indica dominant.

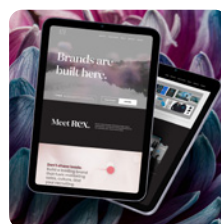
THE REX AGENCY

LEAD DESIGNER

AUG 2023 - MAY 2025



Stanley Park Railway, Ghost Train - I designed the event campaign theme using various images, hand-drawn sketches, and AI to replicate the unique train for reference so I could illustrate it.

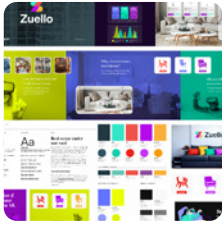


After four years of challenging rebrands, REX's founder charged me with rebranding her agency - "For the first time in the life of REX, I am truly proud of our website (and brand)" Allison J. Bran, Founder & Strategist.

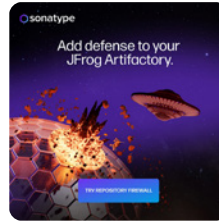
ONE NET AGENCY

SENIOR BRAND DESIGNER

JULY 2021 - AUG 2023



Oversee the creation of product-ready brands, which include name generation, logo design, mood board development, stylescape production, brand guide creation, and animation storyboard preparation.



Sonatype - Brainstormed and copywrote ad headlines for Sonatype, world building and art-directed 3D illustrations, utilized Blender to stage 3D assets, and executed final production for ad placements.

THE ORIGINAL FARM

CREATIVE DIRECTOR, DESIGNER

APR 2015 - FEB 2021



Working closely with the founder, I helped establish a strategic direction that led to an award-winning brand experience. Created and art directed motion graphics and video content for the web, social media and ads.



Conceptualized, wireframed, and led the UI/UX design and development of The Original FARM's award-winning customer experience, including in-counter retail displays and online e-commerce experience.



Whiteboard concepts: leading creative brainstorming sessions, creating a safe environment where "no bad ideas" is encouraged, and fostering a culture of ideation, connectivity, and collaboration.



Spearheaded daily stand-ups, bi-weekly one-on-ones and weekly production meetings to facilitate communication between departments, manage requests, and assign responsibilities.

ECHOSEC

CREATIVE (BRAND & UI/UX)

MAY 2014 - FEB 2017



Created the logo and brand identity, including guidelines and stylesheets. Collaborated with developers and the CTO to design the frontend of Echosec's enterprise application and SaaS onboarding experience.

CLOVERPOINT

ART DIRECTOR, DESIGNER

JUN 2012 - MAY 2014



Rebranded CloverPoint and its product Insight - creating a new visual language and updated marketing materials; B2B website, product instruction handbook, tradeshow displays, etc.

TRAPEZE

DESIGNER, PRODUCTION

SEPT 2010 - MAY 2012



Designed branded campaigns, art direct photography, web design, and develop multi-channel marketing collateral for clients, including the Art Gallery of Greater Victoria and Destination Victoria.

CAVANA

CO-FOUNDER, ART DIRECTOR

APR 2007 - NOV 2011



Ecologist (formerly Sitka) - Served as the contracted in-house art director and designer, focusing on garment graphics, product finishings, exhibitions, presentations, retail finishings, and store activations.

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WORLDSOCCERSHOP.COM
E-COMMERCE & LIFESTYLE
BRANDING, APPAREL GRAPHICS,
ILLUSTRATION, PRINT PRODUCTION



Karma AND
Glory



BE GOOD, BE THE BEST



ARE YOU FEELING



LUCKY?

WORLD SOCCER SHOP
BURGER
FRIES & GRAVY
BEER
EAT - SLEEP - SOCCER

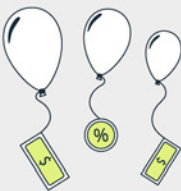


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JETPAY
FINTECH
BRANDING, WEBSITE,
UI/UX, ILLUSTRATION


[View Project](#)



Banks

Transfer limits, holds, and delays.

VS



JetPay

Send large (and small) sums easily.

Sending and Receiving Money

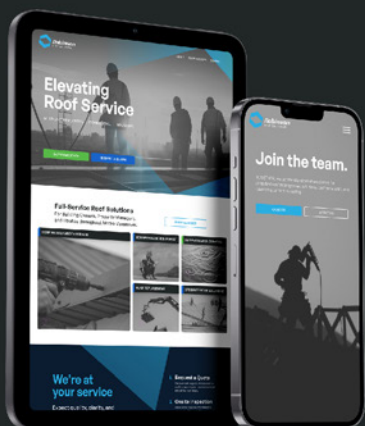


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ROBINSON ROOF SOLUTIONS
TRADES
BRANDING, WEBSITE, CAMPAIGN,
COMMUNICATIONS

[↳ View Project](#)



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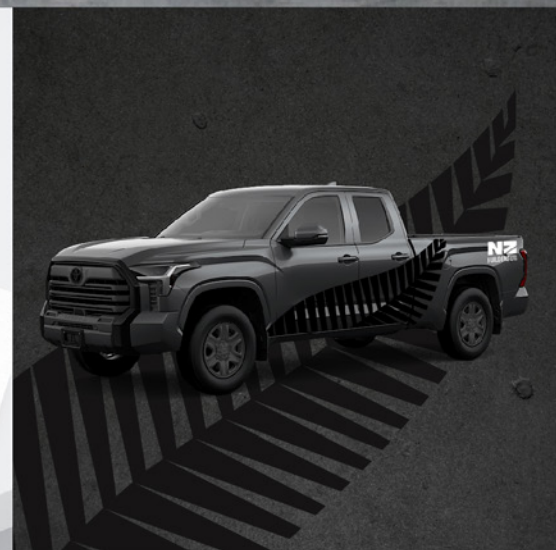
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NZ BUILDERS LTD.
CUSTOM HOMES
BRANDING, WEBSITE,
DIGITAL ADS, PRINT
PHOTO & ILLUSTRATION

[➔ View Project](#)



NZ BUILDERS LTD.



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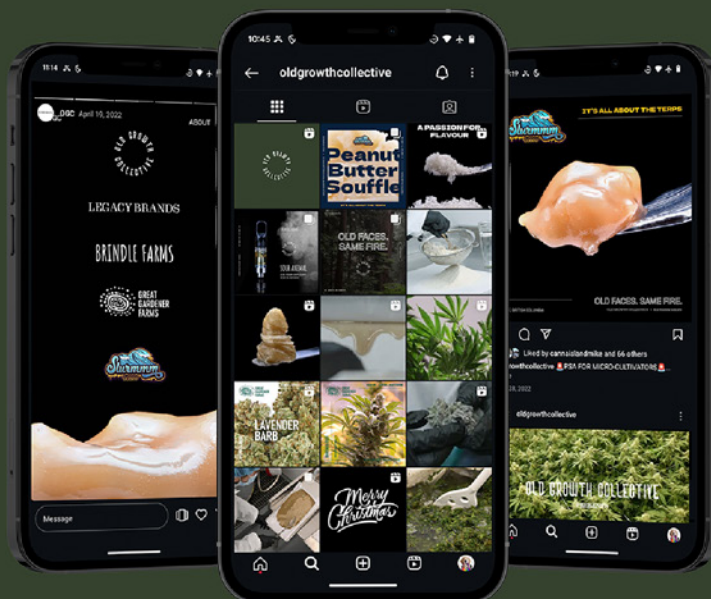
WORLDSOCCERSHOP.COM

E-COMMERCE & LIFESTYLE
BRANDING, ILLUSTRATION,
PRINT PRODUCTION

BRINDLE FARMS x OLD GROWTH COLLECTIVE

VANCOUVER ISLAND

48.4284° N 123.3656° W

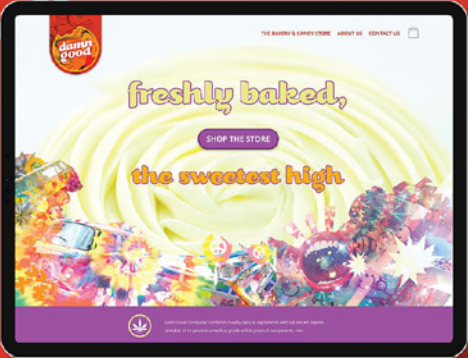


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DAMN GOOD
(GREY MARKET)
CANNABIS EDIBLES
LOGO, BRANDING, WEBSITE,
ILLUSTRATIONS, PHOTOGRAPHY

[View Project](#)



Paul Black

The creative and strategic partner to ambitious leaders, entrepreneurs, companies, and brands.

↳ **PaulBlackCreative.com**

