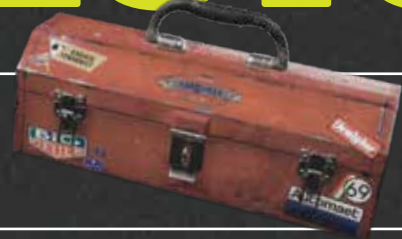


ART DIRECTOR



ABOUT ME

PRONUNCIATION
choo-koo-dee-kay
but Chuk works also



TOOL BOX

I am a strategic art director focused on building visual systems that scale. I lead intentional, visually cohesive creative across brand storytelling, digital experiences, and campaigns.

- Design and Art Direction
- Strategic and tactical creative solutions
- Social media marketing & content creation
- UI/UX
- Digital and web sales channels - E-Com + Social
- Project Management

WORK HISTORY

FULL-TIME / IN-HOUSE ROLES



MCKAY CREEK GOLF COURSE

2025-

CREATIVE DIRECTOR

- Refreshed brand identity by implementing guidelines and launching digital marketing to promote new look and feel
- Developed digital and experiential strategy to highlight facility RTBs and increase awareness among younger golfers
- Planned and executed paid social media campaigns, while using analytics to boost campaigns performance and maximize ROI

MOOSE KNUCKLES CANADA

2016-2018

ART DIRECTOR

- Partnered with the Creative Director to develop key visuals supporting product launches, partnerships, and brand activations.
- Collaborated cross-functional partners to translate marketing strategies into impactful digital experiences.
- Ensured brand consistency across B2B and B2C initiatives, producing creative assets for digital and print campaign channels.
- Directed end-to-end creative development of Toronto flagship store's in-house digital customization app.

MOVE FORWARD MUSIC

2016-2020

ART DIRECTOR

- Led the creation and implementation of comprehensive brand guidelines, ensuring consistency across digital, print, and experiential touchpoints.
- Collaborated with talent management and key stakeholders to align creative direction with organizational and brand objectives.
- Designed and executed social-first event marketing initiatives, driving audience engagement and brand visibility.
- Produced integrated content campaigns tailored for digital platforms, maximizing reach and performance.

QUESTUS

2021-2025

ART DIRECTOR

- Partnered cross-functionally with marketing, product, and client teams to develop campaign concepts and creative assets for high-profile brands including Disney, Discover, Golden 1, and Wyndham Resorts & Hotels.
- Directed multidisciplinary teams of designers, freelancers, and agency partners, ensuring design fidelity, alignment to brand guidelines, and delivery of high-quality creative across channels.
- Led, managed, and mentored a team of designers, providing stakeholder insights, brand strategy guidance, and creative direction to elevate execution and consistency
- Led video editing and motion design projects to enhance campaign storytelling and engagement across digital platforms.

BARRIERS WORLDWIDE

2019-2024

ECOM + DIGITAL MARKETING LEAD

- Contributed to revenue growth exceeding \$1M by developing and executing creative strategies that aligned with business goals.
- Translated business needs into actionable creative briefs, ensuring clarity and alignment across cross-functional teams.
- Leveraged media analytics and performance insights to optimize ad campaigns for maximum ROI and engagement.
- Directed product launches and digital campaigns, including experiential brand activations.
- Led end-to-end campaign planning, including creative development, timelines, briefs, and rollout strategies.

BKNY PRINTING

2010-2017

ART DIRECTOR

- Oversaw all branding and marketing efforts, incorporating motion design to elevate social media and digital marketing campaigns.
- Executed comprehensive e-commerce strategies that included interactive design elements to enhance user experience and engagement.
- Developed experiential designs and campaigns that aligned with brand identity and drove audience interaction.

CONTRACT ROLES

Adidas
Paypal
Sharecare

Universal Music
Converse
Ozy Media

Puppet
HappyLucky



HOLLER!

