

ROGER TSANG

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Woodbridge, ON
www.roger-tsang.com

STRENGTHS

Branding + Identity
3D Rendering & Visualization
Fullfillment

AREAS OF EXPERTISE

Adobe Creative Suite Skills
› Illustrator
› InDesign
› Photoshop
Production Art & Adaptation
Workflow Tools
Esko ArtiosCAD
IC3D Suite
Dreamweaver
Marketing (In-Store)
Digital Asset Management
Typography
File Preparation
HTML + CSS + Javascript

INTERPERSONAL SKILLS

Problem Solving
Thinking Creatively
Attention to Detail
Collaboration

INTERESTS

Tennis
Softball
Cooking
Volunteering
Travelling

Other references
upon request

GRAPHIC DESIGN AND PRODUCTION ARTIST



EXPERIENCE

Packaging Production Artist, TC Transcontinental, Packaging PreMedia

Mississauga, ON | 2019 – present

- › Worked on leading national brands for Canadian Tire's CPG and OTC packaging, include Blue Hive, Canvas, For Living, Frank, Golfgreen, Huntshield, Mastercraft (Power POD), Master Chef, Motomaster, Noma, Simoniz, Stella & Finns, Type A, Woods, Yardworks, etc.
- › Built accurate prepress ready artwork in an efficient and timely manner;
- › Managed and organized working files within Transcontinental's server;
- › Followed client brand style guides and maintain consistent files;
- › Made logical and creative decisions when working on complex layouts

Adaptive Designer and Production Artist, Marks + Webb deVlam, an sgsc company

Etobicoke, ON | 2016 – 2019

- › Worked on leading national brands for US and Canadian food, CPG and OTC packaging, include Nestle Purina, Kraft/Kraft Heinz, Unilever, Bush Brothers, Gerber, Nutrisystem, Treasury Wine Estates & Amazon
- › Worked on initial technical design builds, exercising revisions, rollout multiple skus and line extensions to final preparation for release stages of the job process; extensive use of Illustrator;
- › Created physical mockups & 3D renderings for internal review process; extensive use of Photoshop that include retouching;
- › Familiarity with NFT template + BOP guidelines for regulatory compliance;
- › Assured that all works are uploaded and checked using an internal teamworks software program for accuracy before going to proofreading and QC;
- › Utilized my background experience to support the off-pack team to develop POS materials. Clients include Pepsi, Anheuser-Busch, Parmalat, Cadillac Fairview Malls

Package & Graphic Designer, Rayment & Collins Ltd.

Markham, ON | 2010 – 2016

- › Designed and produced marketing POS communications materials for print and digital for variety of clients, include Sleeman Breweries, AMD, Downtown Porsche, Home Health Care, Scotiabank;
- › Collaborated with creative team, internal account teams and clients to develop creative solutions and then translate those solutions through a variety of channels;
- › Responsible for creating accurate costings and delivering programs within budget & timeline.
- › Managed production of all print pieces from conception to completion;
- › Partnered with business partners as needed on the development of communications pieces;
- › Attended press checks as required

Graphic Designer, Aqua Event Management

Etobicoke, ON | Present

Structural Designer, Protagon Display, Inc.

Scarborough, ON | 2009

Web Designer, Alliance Technologies

North York, ON 2006

EDUCATION + CERTIFICATION

Packaging Essentials Course PAC Global

Toronto, ON | Issued May 2021

Packaging Circularity Course PAC Global

Toronto, ON | Issued March 2021

Advanced Diploma in Package & Graphic Design with Honours, Humber College, Lakeshore Campus

Toronto, ON | 2010

Advanced Training Designation in E-Commerce, Ryerson University

Toronto, ON | 2001

Diploma in Digital Media Design with Honours International Academy of Design

Toronto, ON | 1999

Bachelor of Arts, School of Applied Geography, Ryerson University

Toronto, ON | 1998

AWARDS + ACHIEVEMENTS

Red Bull Beer Brand Identity Redesign Winner, Sleeman Brewery Ltd.

In circulation at select The Beer Store & LCBO

Toronto, ON | 2009 – 2010

Ontario Chapter of the Packaging Association of Canada

Award for outstanding achievement.

AICC, the Independent Packaging Association

Most Sustainable Packaging Design Concept Award for outstanding achievement.

Toronto, ON | 2008 – 2009