



# Daniela Wood

## Creative Director / Marketer

2660-E EAGLECREST DRIVE

SOOKE, BC | V9Z 0K2

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### PROFESSIONAL PROFILE

Innovative, creative professional with extensive project experience from concept to development. Twenty+ years of problem solving in design + communications. Talents include big picture thinking, leadership + relationship building skills, organization skills with meticulous attention to detail, brand strategy, analytical thinking + project management skills. Action/results-oriented with strong ability to communicate effectively.

#### QUALIFICATIONS

- Branding
- Print Design
- UX/UI + web design
- Marketing
- Advertising
- Business + Sales

#### SKILL SET

- Highly creative, conceptual problem solver
- Strategy, action | results-oriented
- Deadline + budget conscious
- Project management + planning
- Business minded
- Excellent written | oral communications
- Self-starter
- Team building + leadership
- Analytically minded
- Adobe Creative Suite + computer literate
- Wordpress + page builders
- mobile | internet | social media | e-commerce literate

### RELEVANT EXPERIENCE

#### Creative Problem Solving

- Ability to create design + branding solutions.
- Ability to solve business problems for converting + attaining clients.
- Ability to think laterally.
- Ability to see in 3 dimensions.
- Ability to work within many disciplines + stitch the whole together to create a brand platform.

#### UX/UI

- Experience designing, customizing + configuring web applications for both desktop + mobile.
- Knowledge of UX/UI patterns + principles. Well versed in user experience strategy + process.
- Good understanding of tools available to deliver desktop/mobile strategies.

#### Marketing

- Developed + led marketing strategies/campaigns within broad + various industries, internationally.
- Good understanding of how to connect to various demographic groups.
- Good understanding of business strategies + economics.

#### Project Management

- Worked directly with employees + clients in a collaborative fashion.
- Directed teams of designers / suppliers / printers / developers.
- Prepared creative briefs + reports.
- Maintained + managed budgets + time-lines.

## EXPERIENCE

### **Costco Wholesale – Langford** | FRONT END SUPERVISOR

Provide leadership + management of Front End teams for productivity + service. Provide member service, satisfaction + solutions to problems. Assure efficient flow of products + people throughout the warehouse + administer that the Costco store policy is implemented.

### **Stimuli Creative (formerly bau+wow Design)** | OWNER, OPERATOR | CREATIVE DIRECTOR

Create, lead, supervise + design branding programs for a wide variety of clients in different markets. Directing teams in all media - including TV / radio / animation / advertising / web + digital communications.

### **Wundr Software Development** | CREATIVE DIRECTOR

Software development / solving user-centered design problems (UI/UX) for an epub tool called 'PlayWrite'.

### **Emily Carr University of Art + Design** | SESSIONAL INSTRUCTOR

Instructed various design courses within the Visual Arts Department.

### **Western Living Magazine** | ASSOC. ART DIRECTOR

Designed + managed Upfront section of magazine, managing photographers, illustrators + designers.

**EDUCATION** | BFA with Honours | York University, Toronto, Ontario.  
Member of the Dean's Honour Roll.

**AFFILIATIONS** | GDC | AIGA

**CLAIM TO FAME** | Production + co-ordination of Pecha Kucha Nights - 20x20, Salt Spring Island

## REFERENCES

### **Jeff Griffiths** | CHARD DEVELOPMENT

jeff@jeffreygriffiths.ca T: 604.828.5518

### **Magnus Hanton** | HEAD OF SCHOOL, WESTMONT MONTESSORI SCHOOL

principal@west-mont.ca T: 250.474.2626

### **Darcie Wheeler** | DCD COMMUNICATIONS

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