

# PAUL DI MURRO

## WORK

2015-2016

**REGIONAL MUNICIPALITY OF YORK - GRAPHIC DESIGN**

CREATING DESIGNS FOR PRINT AND WEB -  
BROCHURES, STATIONERY, REPORTS, POWERPOINT PRESENTATIONS -

2013-PRESENT

**BORGO CONTRACT SEATING - LEAD MARKETING DIRECTOR**

WEB DESIGN / WEB HOSTING -  
BRANDING THE COMPANY -  
STRATEGICALLY IMPLEMENTING NEW TECHNOLOGIES AND DESIGN -  
TO REVIVE THE IMAGE OF A 30 YEAR OLD BUSINESS

2005-2013

**DIRECT IMAGE MEDIA - CREATIVE ART DIRECTOR**

SOCCER ITALIA & SOCCER360 MAGAZINE LAYOUT -  
WEB DESIGN / E-COMMERCE / APP DESIGN (FOR IPAD) -  
CREATE PROMOTIONAL MATERIAL / ADS & DIRECT MAIL PIECES -  
DIGITAL PRINTING AND MAINTENANCE -  
BINDERY DUTIES -  
BRANDING AND STATIONERY -  
MANAGING MANY PROJECTS AT ONCE WITH QUICK DEADLINES -  
CREATING / MAINTAINING POSITIVE CLIENT RELATIONS -

2002-PRESENT

**UNCUBED DESIGNS**

CUSTOM DESIGNS FOR PRINT & WEB -

1997-2001

**COCA-COLA - QUALITY CONTROL SPECIALIST**

TESTING SUGAR CONTENT, CO2 PRESSURE, PH BALANCE, ETC. -

## ACHIEVEMENTS

15+ YEARS OF EXPERIENCE AS A GRAPHIC DESIGNER -

SINCE 2007 I HAVE BEEN THE SOLE DESIGNER -  
OF TWO MAJOR WORLD SOCCER MAGAZINES WHICH HAVE A  
READERSHIP OF 40,000 ACROSS NORTH AMERICA AND EUROPE

SAVED DIRECT IMAGE OVER \$132,000/YEAR -  
BY LEARNING AND IMPLEMENTING IPAD APPS ON MY OWN

GRADUATED HIGH SCHOOL WITH HONOURS IN VISUAL ARTS -

2002 STARTED UNCUBED DESIGNS, -  
WHICH REMAINS IN OPERATION

## Programs



InDesign



Illustrator



Photoshop



MS Office



Wordpress



HTML/CSS



Xcode



Social  
Media



Branding

## EDUCATION

2000-2002

**SHERIDAN COLLEGE**

(OAKVILLE CAMPUS)

ADVERTISING DIPLOMA

## About

WHETHER IN A TEAM ENVIRONMENT OR INDEPENDENTLY, I APPRECIATE THE BALANCE BETWEEN THE STRUCTURED EXECUTION OF A CLIENT'S MARKETING STRATEGY, ALONGSIDE THE FREEDOMS OF CREATIVE THINKING TO PRODUCE A SUCCESSFUL CAMPAIGN. IT IS WITH THESE TWO CRITERION THAT KEEP ME INTERESTED IN GRAPHIC DESIGN, LEADING ME TO THE NEXT CHALLENGE OF ANY PROJECT.