

# mike lucas

Designer of awesomely crafted pixels  
for video, web and interaction.

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**Overview** A creative digital media designer who understands brands and creates compelling motion graphics, web pages, graphics, and interactive demo applications. Uses thoughtful integration of functional user interface design, with great conceptual and layout skills. Highly organized and client-friendly work-style. Strong analytical and troubleshooting skills. Fluent in English and French. An enthusiastic team player and fast learner.

## Experience

### ■ Cineplex Entertainment

April 2010 - Present - Toronto, Ontario  
Digital Media Producer

**Overview:** Conception, Strategy, Design & Execution of all Service-Level Digital Signage at Cineplex Entertainment Theatres. Elements include digital movie posters, corporate advertisements & marketing, merchandising content and digital menu boards. Assist other departments in branding exercises including logo ideation and conception. Design of user interfaces for service level ticketing kiosks.

**Major accomplishments:**

- + Creative ideation and roll-out for 3 Cineplex Sub-Brands
- + Create & Manage all content at 13 all-digital theatres
- + Designed UI for Mobile Express Ticket Kiosks

### ■ Yellow Pages Group

December 2008 - April 2010 - Toronto, Ontario  
Digital Marketing Designer/Programmer

**Overview:** Managed all of the online activity for the advertiser communications team. Responsible for all online content changes including imagery, flash animation, content capture forms and e-mail deployment. Aided in creation of several training videos for sales force. Managed hosting solutions and content management systems.

**Major accomplishments:**

- + Designed, optimized and deployed a quarterly e-newsletter that achieved an average open rate of 27%
- + Designed and programmed a compelling interactive product demo
- + Created web sites, videos and e-mail campaigns for new products

### ■ The Observer (Sun Media)

June 2006 - November 2008 - Sarnia, Ontario  
New Media Specialist

**Overview:** Managed online advertising for The Observer's online news web site along with several other Sun Media papers in southwestern Ontario. Facilitated the shift from print advertising to online spending. Responsible for the creation of all video and print promotional pieces for the online web site and for several other local businesses.

**Major accomplishments:**

- + Doubled web site traffic over a 4 month period (50,000 Weekly visits)
- + Generated a YouTube channel view count of +100K via social media
- + Created a new video product to increase the revenue of the website
- + Designed the new visual identity of all online branding & advertising

## Technical Skills

### Software

- + Adobe Photoshop
- + Adobe After Effects
- + Adobe Premier
- + Adobe Illustrator
- + Adobe Flash
- + Adobe InDesign
- + Apple GarageBand
- + Cinema 4D
- + Microsoft Office
- + OmniFocus

### Programming

- + XHTML
- + CSS
- + XML
- + ActionScript
- + PHP
- + AppleScript

### CMS Solutions

- + WordPress
- + Joomla!

### Operating Systems:

- + Mac OSX 10.4 Tiger - 10.7 Lion
- + Microsoft Windows XP - 7
- + Plesk/Cpanel Server administration panels

## Education

### Design Management

#### Continuing Education Classes

2010 - Present

Ryerson University, Toronto, ON

### Multimedia Design

#### Advanced Diploma Program

2003 - 2006

Durham College, Oshawa, ON

## Interests

Brand and design enthusiast.  
Guitar player with a penchant for British rock.  
Amateur Magician.

## Portfolio

Available 24 hours a day, 7 days a week at  
[www.vinyldust.com](http://www.vinyldust.com)