


# Ford Medina


mover.shaker.creator.

I am a multidisciplinary designer and creative director, with extensive experience in all aspects of retail branding, fashion, photography, fine art, design and visual presentation positions. I have natural interpersonal skills, a talent for transforming market trends into innovative designs. I also possess a knack for creative thinking, a head for business development with a proven track record of award winning success.

## CONTACT:

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## EXPERIENCE

### CR8TIVE FOUNDRY - FOUNDER

AUGUST 2014 - PRESENT

- Established an interdisciplinary creative studio along with emerging and established artists.
- Focused on fashion, brand creation, creative direction, fine art, digital content creation, photography, and film making.

### MAKING PEACE GALLERY

RESIDENT ARTIST

MAY 2017 - JULY 2017

- Resident artist of Making Peace Toronto, the largest outdoor photo exhibit in the world, and a 3,000 sq.ft pop-up gallery, dialogue and performance venue. Lead tours and painting instruction.

### JM&A- CREATIVE DESIGNER

AUGUST 2003- JULY 2014

- One of the original members of JM&A; drove creative work and collaborated with Joe Mimran (Club Monaco & Joe FRESH) on the design, establishing the vision, direction and execution of the lines (home and apparel) for each individual brand on client roster.
- Supported strategic plans, aligned with cross-functional teams, offering multiple creative solutions in conceptual models, layout, art direction, theme, photography, typography, colour, and created and maintained luxury branding and marketing materials that adhered to established brand standards.

## DISCIPLINES

CREATIVE ART & DIRECTION

RETAIL DESIGN & STRATEGY

VISUAL PRESENTATION

CONCEPTUAL DIRECTION

IDENTITY BRANDING & DESIGN

TREND FORECASTING

RETAIL MERCHANDISING

FINE ART & PAINTING

TYPOGRAPHY

PACKAGING DESIGN

PHOTOGRAPHY

ILLUSTRATION

COOL HUNTING

PROTOTYPING

FASHION

## SKILLS

### BUSINESS DEVELOPMENT -

Identity Development; Logo Design; User Design Experience (UXD); Customer Service; Client Interviews; Company Branding; Corporate Communications; Print Materials: Brochures; Billboards; Posters and Signs; Collateral Materials; Digital File Management and Archiving.

### TEAM MANAGEMENT -

Staff Mentoring & Training; Hiring & Recruiting; Project Management; Production Oversight; Cross-Functional Communications; Budget Management; Product Knowledge Presentations and Line Reviews.

### MARKETING & ADVERTISING -

Promotional Conceptualization; Billboards, e-blasts, Direct Mail; Advertisements; Retail Marketing; Event Invitations; Direct Response (DR) Campaigns; Point-Of-Purchase (POP) Displays.

### EDUCATION -

PARSONS SCHOOL OF DESIGN (Paris)  
- Fashion Illustration & Fashion History

PARSONS SCHOOL OF DESIGN (New York)  
- Fashion Illustration

OCAD UNIVERSITY (Toronto)  
- Fashion Illustration