

# MOVER.SHAKER.CREATOR.

FORD MEDINA

fordmedina.com  
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## DISCIPLINES

CREATIVE & ART DIRECTION  
IDENTITY + BRAND CREATION  
BRAND STRATEGY CONTENT CREATION  
VISUAL PRESENTATION & MERCHANDISING  
PHOTOGRAPHY STYLING TYPOGRAPHY  
RETAIL & RESTAURANT DESIGN + BUILD  
ILLUSTRATION TREND FORECASTING  
SHOWROOMS & EXHIBITIONS

## 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.*

## WORK EXPERIENCE

**CR8TIVE FOUNDRY - FOUNDER**  
AUGUST 2014 - PRESENT

- Direct a multidisciplinary creative studio specializing in producing captivating brand experiences at the intersection of art and commerce.
- Collaborate with clients to design and execute visually compelling campaigns, content, and events.
- Manage creative teams, project timelines, and deliverables, ensuring alignment with brand identity and objectives.

**JM&A - CREATIVE DESIGNER**  
AUGUST 2003- JULY 2014

- Key contributor in establishing a clean, modern brand vision for clients such as Pink Tartan, Holt Renfrew, and President's Choice and Joe FRESH.
- Designed and produced packaging, seasonal presentations, showroom displays, in-store events, and marketing materials.
- Directed product development and branding for major retail categories, including apparel, home, and electronics.
- Led photography, styling, and packaging design initiatives, including President's Choice Home and other in-house projects.

## TEAM MANAGEMENT

*Staff Mentoring; 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; Retail Marketing; Advertisements; Event Invitations; Direct Response (DR) Campaigns; Point-of-Purchase (POP) Displays.*

## EDUCATION

**Parsons School of Design – Paris**  
*Fashion Illustration and Fashion History*

**Parsons School of Design – New York**  
*Fashion Illustration*

**OCAD – Toronto**  
*Fashion Illustration*