

Greg Poole, BSc, CGD, GCID

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CAREER PROFILE

A Certified Graphic Designer, Instructional Designer, and Communications Professional with a comprehensive background in the corporate, government, education, and non-profit sectors. Proven capacity to plan and produce effective and successful communications and eLearning material for all forms of media, on time and within budget. Combines a broad base of training and experience in design, eLearning, communications, marketing, and media relations with extensive experience in community relations and corporate communications. International experience and cross-cultural training provide a keen ability to evaluate complex issues in a global context. Equally effective working on his own or in collaborative settings where his interpersonal and leadership traits come to the fore. Thrives in deadline-driven environments. Dedicated, dependable, dynamic and adaptable.

TECHNICAL SKILLS

Design / Layout: Highly skilled with all major design software in Adobe Creative Suite (PhotoShop, Illustrator and InDesign) as well as other commercial design software. Extensive experience with SketchUp and related rendering software, as well as AutoCAD programs.

eLearning / Web Production: Storyline, Captivate, HTML5, CSS3, Bootstrap4, Firebug, common LMS / CMS platforms. Expert understanding of user interface/user experience design.

Motion Graphics / Video: AfterEffects, PremierePro, Flash, SwishMax

Other Software: Acid Pro, SoundForge, PowerPoint (customization/animation), Word, Excel, Outlook.

Other design skills: cartography, architectural rendering (pen & ink), photography

GENERAL EXPERIENCE

- Extensive training and experience in graphic design, eLearning and communications across a variety of media and to a range of target audiences. Comprehensive understanding of how to envision, display and communicate information.
- Able to coordinate the production process by establishing productive and collaborative work environments through superior listening and problem-solving skills.
- Thorough understanding of how to balance creative initiatives with financial realities to maximize the value of any project by managing scope, schedule and budget.
- Skilled in creating memorable and easy-to-understand large-format displays for public open houses, conferences, award submittals, trade shows, etc.

PROJECT EXPERIENCE

eLearning / Instructional Design

- Served as Lead Graphic Designer and visual content manager for MetroVancouver's Technical Training and Procedures Program (TTAP), a knowledge capture and transfer project for MetroVancouver. Created visual assets, including detailed SketchUp models, for eLearning modules for major facilities, as well as graphics for Standard Procedures and Job Aids. Produced/directed eLearning videos, which included: working with Subject Matter Experts to develop scripts; production design of all graphic and audio assets; and overseeing the work of animators to deliver finished videos. Managed multi-asset database of all project graphical files. Coordinated junior designers, managed budget and scope for deliverables.

Layout / Production Coordination / Writing and Editing

- Served as graphic designer, technical writer/editor and production coordinator for a 1600-page, \$3 million pre-design report prepared for the Greater Vancouver Regional District (now MetroVancouver) which laid the groundwork for the GVRD's \$850 million secondary wastewater treatment project.
- Designed the BC Cancer Agency Leukemia/Bone Marrow Transplant Program's Patient Education Manual, a 325-page document arranged over several modules to target several distinct user groups.
- Planned and produced proposals and reports for large consulting engineering companies, including EPCOR, AECOM, and Stantec. Designed cover art and document graphics. Wrote and edited copy for advertisements and press releases. Created promotional/ marketing material; managed production cycle.
- Designed and managed production of the annual report of the India-Canada Environment Facility, a community development in Delhi program funded by the Canadian International Development Agency.
- Managed the layout and production of the staff newsletter for a multi-national professional engineering firm. Included researching/ writing feature stories, interviewing staff for profiles, and editing submissions for print.

Communications / Research

- Consulted with senior executives on best practices for internal and external communications across a multi-discipline, multi-site international consulting firm. Developed creative for corporate communications.
- Created a unique brand for a new college at the University of British Columbia, and developed a full suite of collateral to support the brand, including a style guide, design of the web site, large-scale banners for presentations and symposia, a stationery package including e-mail layouts, custom PowerPoint presentations, and other complementary pieces.
- Researched cost/benefit analyses on promotional strategies for Vancouver International Airport's Pacific Rim Marketing Program; managed the design and production of flight guides and promotional items.

Promotions / Marketing / Infographics

- Developed a template for the monthly newsletter for City of Vancouver employees; completed layout of inaugural issue.
- Designed unique infographic maps for 34 dog parks across the Vancouver Board of Parks and Recreation's system.
- Designed and managed the print production of a range of pieces for the District of North Vancouver, all designed to be eye-catching and easy to understand.
- Planned and created all branding and web sites for two major international stem cell research conferences.

PROFESSIONAL HISTORY

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| CH2M Hill / JACOBS - Burnaby, BC Lead eLearning Graphic Designer, MetroVancouver Technical Training & Procedures Program | 2013 – 2018 |
| Platypus Creative Group – North Vancouver, BC Design & Communications Consultant | 1997 – present |
| Reid Crowther & Partners – Burnaby, BC Graphics & Communications Specialist | 1991 – 1997 |
| Asia Pacific Management Program Alumni Association – Burnaby, BC Editor / Designer | 1990 – 1994 |
| Department of Fisheries and Oceans, <i>The Sounder</i> – Vancouver, BC Contributing Editor | 1990 – 1991 |
| Dr. Sun-Yat Sen Garden, <i>The Living Treasure</i> – Vancouver, BC Associate Editor | 1990 – 1991 |
| Vancouver international airport, Pacific Rim Marketing Program – Vancouver, BC Asia Pacific Economic Officer | 1989 – 1990 |

EDUCATION

Graduate Certificate in Instructional Design

Royal Roads University, Victoria, BC

Post Baccalaureate Diploma (Dean's List), Asia Pacific Management Cooperative Program

Capilano University, North Vancouver, BC

B.Sc. (Honours), Geography (Natural Resource Management) / Cartography

University of Alberta, Edmonton, AB

Writing & Publishing Program

Simon Fraser University - Harbour Centre, Vancouver, BC

- *Concepts and Practice of Technical Communication* • *Editorial Vision & Literate Design*
- *Community Relations and External Communications* • *Strategic Internal Communications*
- *From Outline to Blueline: Publishing Effective Newsletters and Brochures*

MEMBERSHIPS

Society of Graphic Designers of Canada • International Association of Business Communicators