



DANIEL POLSINELLI

DESIGN + ART DIRECTION

Daniel is a creative driven art director and graphic designer out of Toronto. Having the experience to work with a wide range of clients large and small, Daniel focuses on refining his craft of brand-consistent work through thoughtful and experimental design.

SKILLS & ASSETS

- Experienced with Adobe Creative Suite
Illustrator, Photoshop, Indesign
- UI/UX Experience
- Use of Sketch for Web & Mobile Prototyping
- HTML & CSS Basic Knowledge
- Proficient in Social Design Knowledge
- Mobile / Responsive Design Experience
- Team Management Experience
- Shopper Marketing Experience
- E-Commerce Experience
- Strategy Driven & Brand Focused

HIGHLIGHTS

GAME CHANGER - MATCH MG

The award recognizes individuals who exemplify Match's values and have excelled in their role by going above and beyond what is expected.

Consistent in delivering outstanding creative that is always on strategy sets the standard at Match overall.

EMPLOYEE OF THE MONTH
MATCH MG



EDUCATION

2012 TORONTO

SENECA COLLEGE OF APPLIED ARTS & TECHNOLOGY
GRAPHIC DESIGN ADVANCED DIPLOMA

2013 OAKVILLE

SHERIDAN COLLEGE INSTITUTE OF TECHNOLOGY
WEB DESIGN POST GRADUATE CERTIFICATE

WITH HIGH HONOURS



EXPERIENCE

2019/2020 INTERMEDIATE DESIGNER

6 DEGREES INTEGRATED COMMUNICATIONS
SHOPPER MARKETING AGENCY

Was able to adapt multiple shopper channels and programs into a post-COVID focused narrative as the behavior of the shopper rapidly changed. This would include adapting our creative and language to focus on more digital reliant future.

Worked closely with the Canopy Growth Corporation to deliver extensive premium displays and innovations that would be implemented across their Canadian store fronts and flagship stores.

Worked in conjunction with a copywriters and/or creative directors to establish extensive shopper ideas and presentations for some of our high-profile brands such as: Tim Horton's, Canopy Growth, Labatt, Coca-Cola, & Schick.

Helped in obtaining the Yves Veggie Cuisine business by developing and creating an in-depth social plan which included establishing the type of social content and lead the overall look and feel of the brands social image.

Worked on establishing and adapting Tim Horton's multi-buy programs for different markets including Canada and Quebec. This includes different creative looks and multi-language outputs.



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DANPOLSINELLI.COM

MY SPECIALTIES INVENTORY

WHEN YOU'RE CONVINCED, CHECK AN ITEM OFF THE LIST

- Strong attention to detail and conflict resolution
- Positive attitude and great team collaboration
- Strong organization skills and productive multitasker
- Extensive brainstorming approach and brand understanding

REFERENCES & WORK
AVAILABLE UPON REQUEST.

EXPERIENCE

(CONTINUED)

Worked on development of new product innovation material for Tim Horton's "TimsAtHome" product line. This included in-store shopper focused product launches as well as internal sales materials such as: sell sheets and sales decks.

Worked on Labatt Innovation projects that included new shopper-centric promotions and exciting product innovations not yet seen within the market.

Was involved in high-profile brainstorming and XM activation events for multiple Labatt programs.

Was lead design on developing multiple Schick displays and specific brand packaging for multiple stores across Canada such as Loblaws, Shoppers Drugmart, Costco and Metro.

Worked on a number of large presentations through ideation, creative development & roll-outs, to designing the presentation deck.

2018/2019 INTERMEDIATE DESIGNER

DIAMOND MARKETING GROUP
INTEGRATED MARKETING AGENCY

Worked primarily on the TD brand across a wide variety of programs ranging from short to long term. Some of these successful campaigns became TD showcases that were used as a blueprint for developing other large scale projects. These types of campaigns would range from social, digital banners, and web pages to OOH pieces such as digital signage, transit shelters, and billboards.

Worked on a large activation starting at Queens Park station focusing on TD Wealth, an integrated wealth management offer that specializes in the unique needs of Health Care Professionals and their families. This multi-month campaign spanned across social, digital, and contextual printing within the station and around Toronto.

Focused on ideation and creative development of new services for a number of TD branches such as: Insurance, Claims, & Healthcare that would be used in social, OOH and digitally.

Helped standardize TD's new branding at the time, across their digital, print & large format signage throughout the business.

Continuously worked on a large part of the TD digital business, working with their internal development team to create and enhance many different areas of the TD website. These areas would range from new products / programs, to blown out campaign landing pages.

Helped with development of internal tools for TD to use to help identify customers needs faster and more efficiently.



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EXPERIENCE

(CONTINUED)

2016/2018 LEAD DESIGNER

ESPRESS LABS
FULL SERVICE DIGITAL AGENCY

Work directly with clients to create project timelines, and follow through with the design process from concept to final build. This would involve meeting with clients, creating and presenting design decks, and finalizing projects with developers or printers.

Often working on multiple projects at once, I was able to manage my time efficiently and complete projects within the required deadline dates. I was challenged with directly managing clients expectation and creating realistic goals within our budgeted timeline with every project.

Able to provide assistance to fellow designers and developers through creative problem solving and brainstorming sessions.

Partial management of a smaller team. Duties include providing guidance and design assistance, briefing upcoming projects, and tracking /following through with projects.

Was involved in creating a standardized process for our social/design team to help further our social presence while upholding our brand standards across most major social platforms.

Brand development for a number of smaller shops and clients.

Was directly involved in art direction and development of multiple magazine publications for Castle Building Centres. Designing and printing 12 magazines per year, with the inclusion of going to press approvals for final sign off.

Created weekly emails, and company related creative for Castle Building Centres. This would include logo development, print materials, media kits.

Worked closely with team members to create and develop websites & branding within condensed timelines.

Worked directly with the Oakville Trafalgar Rotary Club to completely redesign the Oakville Family Ribfest for 2017. My duties leading up to the event included refreshing their brand look and feel with a new logo and style guide development, create most of their print material, and take over their social presence, which involved designing social posts and management of their pages.



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EXPERIENCE

(CONTINUED)

2014 / 2016 DESIGNER

MATCH MARKETING GROUP
SHOPPER MARKETING AGENCY

Worked closely on a number of large brands such as: MARS Confectionery, M&M's, Pepsi, Tropicana, Uncle Ben's, Playstation, Heinz, Classico, BIC Stationary, Whiskas, Misfits, Cesars, Food Banks, and Diageo.

Played an important role in gaining new business with Heinz, Classico & BIC for social brand development such as integrated facebook apps, social posts & online advertisement.

Worked on fast paced pitches either on my own or with a small team, helping the company win important business throughout the year.

Helped create a standardized social process for MARS Pet Innovations (Whiskas, Cesars, Misfits), Heinz & Classico on Facebook and developed content for each brand.

With a small team, developed social guidelines for brand managers and designers alike to ensure proper use of their brand assets.

Worked with a small team on new business opportunities to create and design platforms that would span across in-store, digital, social & television.

Created the look & feel on a number of strategic long-term activations that are being used continuously throughout following years.

Was in charge of managing & developing the creative for Heinz, BIC and Classico for all work being created for online/offline use.

Have to constantly manage tight deadlines and quick turn around for multiple brands at a time.

Supported our creative team with brainstorms for in-store/digital activations and high-level design work on a large scale for a multitude of high-priority clients/projects.



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EXPERIENCE

(CONTINUED)

2013 / 2014 DESIGNER

ISOBAR CANADA

FULL SERVICE DIGITAL AGENCY

Worked closely on a number of brands such as: Disney, Mattel, Corbys Wine & Spirits (Absolut, Wiser's, Sour Puss, Stoli, Criollo, Chivas, Malibu Rum, Polar Ice, The Glenlivet, Lamb's Black Sheep)

Responsible for creating and developing social engagement for multiple brands through a number of channels such as: Facebook apps, social posts, interactive & static banners and event advertisement.

Worked closely with Community Managers to conceptualize ideas to create monthly social posts for several brands at a time.

Created and developed a website and social engagement for a new product line in the Corby's family, Criollo Chocolate Liqueur.

Worked on a number of Disney newspaper publications span across major Canadian markets, ensuring cohesive design within multiple sizes and specs.

Helped develop and maintain large budget activations for brand engagement, involving digital and social experiences spanning several months at a time.

Helped in the creative process and ideation of brand activations to increase user engagement across the Corby product line on a monthly basis.