

I'm Robert Bava,

an art director and design thinker with the knowledge, experience, and proven track record to envision projects from kick-off to launch. With nearly a decade in the industry, I have art directed and designed corporate re-brands and major website redesigns for large and small companies across Canada. I am always willing to share my knowledge of design and build strong relationships with my peers. Furthermore, I constantly challenge and expand my skill-set by keeping an open mind and learning new techniques.

Career Development

Corus Entertainment (Formerly Shaw Media)

Web Design Lead & Art Direction - March 2010 / Present

Lead design for Corus Entertainment's largest properties including GlobalTV, History & Showcase. I have art directed and designed several key projects including redesigns of the Global Go App, GlobalTV.com and History.ca. Other projects include the History Vikings Interactive map & Battle Tool and an extended feature video plug-in for use on various Shaw video platforms.

I process and solve complex design problems in an agile environment through design thinking and close collaboration with product owners, UX, content, development, analytics, and QA. Furthermore, I apply and communicate design ideas directly to developers through fluent knowledge of modern front-end techniques.

Mytrak Health Systems

Web Design & Front End Development - Aug 2009 / Feb 2010

I envisioned a brand new style guide for this growing hardware and services company. With the launch of a new hardware product, I was responsible for print graphics, the company website including design and development, photography and motion animation for the purpose of marketing.

Hewlett-Packard

Web Design & Front End Development - Jan 2007 / Aug 2009

Assisted in the establishment of an in-house graphic design and flash development team, which replaced several agencies on record while maintaining and surpassing quality of work. Designed & developed large US & Canadian projects including flash micro-sites viewed by millions, Enterprise landing pages, HP portal sites, & hp-shopping.ca promotional landing pages.

Education

Seneca @ York

Digital Media Arts Diploma with Honours - 2004 / 2006

Strategy & Skill-set

Creative Strategy

- Solve complex design problems via communication and collaboration between all members of a working team.
- Ability to envision and sketch design solutions quickly and effectively.
- Future-proof designs with the intention of setting trends, not following them.
- Increase efficiency by streamlining repetitive tasks.

Tools & Everyday

- Able to effectively break down feedback and suggest creative solutions.
- Continually ranked highly by my peers through 360 feedback sessions.
- Thrive within a team of excited individuals.
- Fully versed in Sketch, Photoshop, Illustrator; with experience in motion graphics & 3d applications.
- Works well within an agile environment.
- Understanding of business requirements, time limits, and team capacity.

When not designing...

I spend my free time breaking time trial records on the Humber trail with my bike. Cycling is a major part of my life and I have completed three Ride to Conquer Cancer runs where my family and I raised over \$150,000. Photography, cooking, and star gazing up north take up the remainder of my time.

Visit www.mrbava.com to see a portfolio of my work.