



CHRIS MCELWEE

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An experienced multimedia specialist with strong design and communication skills; looking to create impactful and lasting digital solutions.

Experience

Graphic Designer and Multimedia Specialist

WSP Canada, Calgary, AB | Jan 2016 - Present

As key member of the Marketing team for a large multinational engineering firm, I am responsible for producing high quality graphic design services for multiple clients. Having adopted the role as Multimedia Specialist, I create strategies and execute innovative digital initiatives to increase efficiencies and present marketing content in new ways.

- Designed an array of contract-winning marketing collateral, including brochures, inserts and ads.
- Designed and developed several campaign microsites, one of which won a MARCOM award.
- Designed and developed new weekly round-up email with over 8,000 recipients.
- Led national intranet improvement strategy, including research, content and analytics.
- Developed comprehensive trade show strategy including design, pricing and logistics.

Intermediate Web Designer

Shaw Communications, Calgary, AB | Apr 2013 - Jan 2016

Working as the conduit between Marketing and IT, the Online Experience team were responsible for Shaw's e-commerce platform and digital properties. As a Web Designer, I was tasked with improving the user's online experience and ultimately helping increase sales.

- Designed product pages, campaign landing pages, banners and various other graphics.
- Improved design team workflow and increased efficiencies by creating multiple automation templates.
- Provided leadership and mentorship to junior designers and interns.
- Enforced and extended branding guidelines.

Experience (continued)

Web Designer and Developer

Allan D. Media, Canmore, AB | Jan 2012 - Jan 2013 (one-year contract)

As part of a very small digital marketing agency, I was given the opportunity to utilize my full skillset. I helped enhance the online presence of small businesses by meeting with clients, designing and developing websites, setting up servers and managing online advertising campaigns.

- Designed and developed bespoke WordPress themes.
- Set up online advertising and social media campaigns.
- Presented concepts and solutions to clients.
- Provided education and technical support to clients.

Digital Communications Coordinator

Sky, Livingston, Scotland | May 2010 - Feb 2012

Working within a large internal communications team with a sizable budget in the entertainment industry, I was fortunate enough to work on many fun and exciting projects. My full skillset was tested and the projects were challenging, but very rewarding at the same time.

- Managed extranet website with over 6,000 users.
- Worked with external agency to deliver new intranet platform.
- Created graphics and video for internal marketing campaigns.

Freelance Designer and Developer

2007 - Present

As a freelancer, I have had the opportunity to work with many interesting clients from various different industries. I believe that these projects keep things fresh and allow me to take on some new and challenging work while building lasting relationships.

- Responsive web design.
- Print design.
- Branding and identity.
- Website maintenance and content management.

Formal Education

BSc. Multimedia Technology

Glasgow Caledonian University, Glasgow, Scotland | Grad. Aug 2007