



NOAH ORTMANN

Creative Designer

noahortmann.ca

contact@noahortmann.ca

647.637.4411

EXPERIENCE

Noah Ortmann Design – Freelance Designer DEC 2014 – PRESENT

- Conceived, designed, and brought-to-market the *Toronto Library Passport*, a companion notebook to visiting all 100 public library branches in the city. Oversaw the production of 1,000 notebooks and worked with printers to choose custom paper stocks and finishing options. Created, designed, and developed torontolibrarypassport.com as an e-commerce platform and organized the wholesale of notebooks to retailers (the Spacing Store and Page and Panel), leading to over 750 notebooks sold across Toronto and the world. Interviewed by Scott Lightfoot for televised CTV News segment and article. Interviewed by Michael Kramer for radio interview airing on 680 News and Classical 96.3. Featured in the National Post, BlogTO, Torontoist, The Atlantic's CityLab, and MentalFloss. Promoted the Passport through Twitter, Facebook, Instagram and Reddit (accumulating over 300 Twitter followers and becoming the top post on reddit.com/r/toronto).
- Redesigned the website for Eaglecom, giving the direct response television fundraising agency a fresh, modern, and responsive design. Development and Wordpress integration currently in progress.
- Designed on-brand materials (factsheets, presentations, brochures, online assets) in English and French and designed/developed responsive email campaigns for BMO, BMO Global Asset Management, and BMO Exchange Traded Funds.
- Provide on-demand development, design, and support for websites including BMO GAM's ETF Dashboard (bmoetfs.ca), BMO GAM's Insights Newsletter (bmogamadvisor.com), Aston Hill (astonhill.ca), Association of Ontario Land Economists (aole.org), Strongco (strongco.com), Eaglecom (eaglecom.org), and several other small business clients.
- Designed large-scale tradeshow signage and one-sheet for retail software company, daVinci, elevating their tradeshow display and branding from the previous year.
- Commissioned by BookNet Canada for featured illustration in the 2016 *Tech Forum* program book.

Grip Limited – Interactive Studio Artist MAY 2013 – NOV 2014

- Provided “best practice” interactive design solutions to Art Directors, Account Managers, and Producers.
- Team leader for the introduction of HTML, CSS, and responsive frameworks into the design process, increasing integration between design and development.
- Helped ensure successful redesigns of McCain.ca, DareFoods.ca, Listerine.ca, and AboutFace.ca by producing page designs, creating mobile versions, managing product assets, providing HTML/CSS and PSD style guides, enforcing brand standards, and optimizing files for development.
- Designed the Acura *eTab*; an iPad-specific interface for Acura dealers to walk-through, customize, and calculate a customer's vehicle build at the dealership, integrating with Acura.ca's existing *Build & Price*. Created an interactive wireframe prototype in Axure.
- Designed online auction system, price inventory input system, and educational activity reward system for RBH (Rothmans, Benson & Hedges) retailers on both desktop and mobile platforms.
- Designed the Grip Job Board in a responsive framework for tablet and mobile, creating a seamless user experience across devices.
- Produced site assets, page designs, and online advertising under tight timelines.



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EXPERIENCE (CONT'D)

Capital Communications – Freelance Designer AUG 2012 – SEPT 2013

- Designed and developed thrivebydesign.ca, and integrated a content management system (Drupal) under a demanding three-week deadline.
- Designed and developed a microsite showcasing Aston Hill's Portfolio Managers.
- Designed the 2012 annual report for the Women's Legal Education and Action Fund.
- Designed, coded and tested broadcast emails for widespread deployment.
- Designed direct-mail pieces, factsheets, invitations, and business cards.

EDUCATION

OCAD University 2009 – 2013

Honours Bachelor of Design, Graphic Design

McMaster University 2004 – 2008

Honours Bachelor of Arts, Multimedia & Communication Studies

SKILLS

Creative

User Interface/User Experience Design, Branding, Editorial, Posters, Logos, Packaging, Digital Photography, Photo Retouching, Video Editing, MS Office

Technical

HTML, CSS, Wireframing, Responsive Design, Wordpress & Drupal Development

Communication

Concept Development, Research, Brainstorming, Client Management, Creative Writing

HONOURS

Grip Limited 2013

Three-time "Kumquat Award" recipient for "going beyond the duties of the pay cheque"

RGD Student Awards 2013

Honourable Mention (Web Design)

Adobe Design Achievement Awards Semifinalist

Packaging 2013

Print Communications 2013 & 2012

OCAD University 2012

Al & Muriel Elliott Scholarship for Typography

ASSOCIATIONS

Registered Graphic Designers of Ontario (RGD) CURRENT

Provisional Member

RGD Handbook 2015

Featured Provisional Member Profile (Photoshoot by Liam Sharp)

RGD Design Disclosures at OCAD University 2013

Featured Speaker (Interactive Design)