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EXPERIENCE

Maritz

2010, temporary contract
Senior Designer

This 3 week contract allowed me to design for an integrated email marketing campaign for Scotiabank's Scene program. I designed mock ups and final concepts from sketches developed by the marketing team. I developed documentation to support the visual vocabulary.

Make One Yarn Studio

2005 – 2009
Owner / Marketing Director

In 2005, I was able to realize a life-long dream and open a small retail business. Focusing on high-end yarns and knitting supplies, Make One Yarn Studio quickly grew to grossing nearly a half-million in sales annually. While responsible for the day-to-day and long-term business management, I also designed and developed a comprehensive and compelling visual identity for the store, and carried that identity from logo to advertising to interior space design.

As part of Make One Yarn Studio, I designed and developed programs for an annual 100-attendee retreat in the rockies, a high-end subscription knitting club (www.yearoflace.com), and a line of printed patterns (www.indiknits.com).

The brand was extremely successful in attracting a client base that valued the business priorities; energy, creativity, and modern community. We sold the shop in May of 2009 to move to Toronto.

Critical Mass - Work History Overview

1998 – 2004
Art Director

For seven years, I was employed by Critical Mass (www.criticalmass.com) as an Art Director. I had the incredible opportunity to work for Critical mass in its early years as the 30th person hired. Over the years, I was fortunate to see the company grow and to learn from both the successes and the failures. In addition to producing world-class design work, I also worked as a manager of the creative team on several projects. I am especially proud of my management skills. I respect all members of a team for the different ways

they contribute to a project. I believe in respecting others but also expect everyone to put forth their best efforts.

Critical Mass - Saab Cars

1998-1999

During my first year, I completed a CD-ROM for Saab Cars. The CD was given to every consumer who purchased a car to educate them about the features and care of the car. The CD was well accepted by both the client and the consumers, and was ultimately developed in eight different languages.

Critical Mass - Mercedes-Benz USA (MB)

1998-2000

I completed banners and worked on many micro-sites, including direct marketing pieces for the S-Class car. Direct marketing online was a new approach for MB and it proved to be more successful than the more traditional off-line advertising. Because of this campaign, MB increased their online budget for marketing. The Mercedes work involved interacting with a large internal team and ensuring the work fits into the established style guide for online media.

Critical Mass - ForeningsSparbanken (Swedish Bank)

1999-2001

www.fsb.se

I was the design lead for this project and at times had as many as eight designers working with me. We created a very contemporary site for the bank, distinguishing the client from the other more conservative approaches taken by other banks. We worked the entire project in Swedish, which proved to be challenging at times. The site was directed to the everyday banking practices of the ordinary client, and included photographs and illustrations depicting daily life in Sweden.

I also worked on the business side of the bank. The client provided very specific guidelines and in the end, used the templates that we developed for their entire site.

Critical Mass - Therma-Care (Proctor & Gamble)

2000-2001

We developed two web sites, one for customers and another for doctors only. We completed the first release in only 30 days. During this project I learned how to organize a large-scale photoshoot over seven days. The client was present throughout and there was no room for error. The photos that ultimately developed were outstanding and were used to great advantage on the site.

Critical Mass - Vertu (A Nokia Company)

2002-2003

This luxury phone brand put a priority on beautiful designs, and gave me the opportunity to be more adventurous with my work. The website was directed to a younger, more wealthy clientele and it proved a good chance to build a

style that more conservative clients wouldn't appreciate.

Critical Mass - Hyatt Hotels

2003-2004

www.hyatt.com

www.hyattvacationclub.com

www.nomirestaurant.com

During my time as Art Director for Hyatt, I worked on the two largest corporate sites, as well as over 120 property sites. I also designed microsites for restaurants, spas, and other sub-businesses within Hyatt. Additionally, I assisted on several new business pitches within Hyatt.

Critical Mass - Kaiser Permanente (KP)

2001-2004

www.kaiserpermanente.org

KP approached Critical Mass for a complete redesign of their existing web site. During most of my tenure on this project, I worked as creative director, leading not only the other designers, but the Information Architects and Content Analysts. The company's relationship with KP was unique in many ways. The client and Critical Mass worked incredibly closely throughout the process. Everyone on the internal team had many opportunities to communicate with the client and ensure that the client's needs were met. This was especially important for me personally because I learned new ways to develop a good relationship with a client.

I kicked off this long-term redesign by completing a design assessment of the competitors' websites. We hired a third party vendor to do additional testing to determine what people liked and disliked on Health Insurance websites. After data analysis, I started to develop an online brand for KP by creating moodboards. These moodboards were again tested with end-users in different regions of the US, applicable to KP's clientele. Once a brand strategy was selected, I directed the development into templates and then individual pages. Products developed for KP included not only the individual website CFEs (Content and Functional Elements), but other online media such as screensavers, emails, etc.

Critical Mass - Andersen Windows

2004

www.andersenwindows.com

I functioned as the Art Director on this redesign project. I interviewed the client several times and did independent research to inform my recommended brand strategy. After developing something the client approved, I worked to interpret that strategy into different pages. On this project, I worked closely with two senior creative directors as well as the senior management staff of Critical Mass, and on-site with the client.

EDUCATION

Ryerson

February 2010

Currently completing a course in Flash design and development via Ryerson's continuing ed program.

ACAD Business Training Centre

Oct 1997

I completed a 23 week entrepreneurial course. Training included courses such as accounting, marketing, law, and business.

Applied Multimedia Training Centre

1996-1997

This 8 month course focused on computer skills for multimedia design .

Alberta College of Art and Design

1992-1995

Completed a four year course in visual communications.

Grant MacEwan College

1990-1992

Completed a two year course in environmental and graphic design.

SOFTWARE & TECHNOLOGY

- * Adobe CS
- * Mac and PC proficiency
- * Pre-press layout and technology
- * Digital Photography

PORTFOLIO & REFERENCES

A sample of my work is available online at sandratiano.com
References available on request.