

Jason Maher

CREATIVE DIRECTOR

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PROFILE

- Over 15 years experience leading new media creative teams in the development of Web sites, CD-ROMs, kiosks, videos and print materials for various clients including educational, government, not-for-profit agencies and fortune 100 companies
- Strong leadership skills, in all areas from project management and leading creative teams to running a company
- Strategic creative thinker and very confident in client presentations

RELEVANT EXPERIENCE AND ACCOMPLISHMENTS

Project Lead

- Guided ConnectABILITY web project through to a provincial web strategy for the Ministry of Community and Social Services. Engaging agencies throughout the province to help steer and shape the end product.
- Helped client brainstorm and create a prototype of a location based search engine (Lasoo)
- Lead content development teams at Surrey Place to create online learning modules on Autism

New business development

- Developed over 1M in business in just over 3 years for Ockham's Razor
- Developed loyal client list, over half of the billings were from repeat business
- Launched 2 different online businesses, one of which was bought by Yahoo

Accessibility experience

- Worked with accessibility design challenges for the developmentally disabled
- Experience in accessibility planning and implementation

SKILLS

- Extensive experience in illustration, corporate identity and interactive design
- Versatile: can contribute to the strategy, concept and production phases for every project
- Deadline driven efficient worker
- Versed in user-centered design practices
- Motivational leader and team player
- Excellent presentation skills
- Keen understanding and ability to interpret client needs

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SELECTED SITES

ConnectABILITY

Designed to support people with an intellectual disability their families and support network.

Learning Together

A service delivery module with ConnectABILITY designed for families of young children.

ConnectABILITY Library

An accessible gateway to all of the content within ConnectABILITY (HTML)

Surrey Place Autism 101

Online learning module.

Matjash Mrozewski

Toronto based dancer and choreographer.

Hobbs Wine Merchants

Local business site.

Laurie Coulter

Local writer.

EMPLOYMENT HISTORY

2004 - present

CREATIVE DIRECTOR - **Shiny Paper**

- Freelance: Art Director, Web Designer, Photographer, Illustrator, Animator
- Experience in hand coding HTML and CSS based sites
- Hands on experience developing OOP Actionscript 2 applications

1998 - 2004

CREATIVE DIRECTOR/FOUNDER - **Ockham's Razor Inc.**

- Creative Director/Senior Designer and Information Architect on all projects
- Managed an office of 15 people as well as many off-site contractors
- Responsible new business development and client management

1994 - 1998

ART DIRECTOR/PROJECT DIRECTOR - **Sierra Communications Inc.**

- Senior Project Manager and Client Liaison.
- Art Directed work from concept to completion on all projects
- Interface Design and Information Architecture on all projects
- Managed a Studio of 5 artists and 20 programmers

1989 - 1993

ART DIRECTOR/PROJECT MANGER - **Brunico Communications Inc.**

- Editorial design of Playback, Strategy, Video Innovations, Canada on Location, and Playback International
- Editorial Illustration for all publications
- Production management of all publications

AWARDS

Best Online Application

*Ad Club of Canada
Directions '98*

Best Cover

*Canadian Business
Press, 1993*

AFFILIATIONS

Executive Board Member

Type Club of Toronto

Volunteer

*Community Living
Toronto*

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SELECTED PROJECTS



ConnectABILITY – Website (www.connectability.ca)

COMMUNITY LIVING TORONTO (1999 - PRESENT)

- Conducted focus groups and electronic surveys to assist in user needs analysis
- Defined and documented functional requirements
- Designed custom user-capability system to deliver personalized information to users with a broad range of physical and developmental disabilities
- Designed custom symbology and iconography for site navigation
- Project Managed JAVA (Websphere) team to build application

Private community web site designed to meet the diverse needs of Canada's largest social service agency for the developmentally disabled. Roles: Art Director, Project Manager, Information Architect, Designer



Delta Hotels and Resorts – Website (www.deltahotels.com)

DELTA HOTELS (1998 - 2004)

- Designed common control set to allow consistent navigation of information across consumer web properties and intranet silos
- Developed site themes to provide visual context of user's location within the information map

Consumer and Internal web sites for Canada's largest hotel chain. Roles: Art Director, Information Architect, Designer



Lasoo.com - Mapping portal (unavailable)

LASOO INC. (2002)

- Consulting/development of initial concept, integral to bring in small group of investors
- Developed the customer web interface and the API to the mapping engine
- Delivered working prototype that was used for bringing in first round of financing from Excite

A search engine utilizing GPS information and an advanced mapping engine. Roles: Art Director, Project Manager, Information Architect



Canadian Tire eFlyer – Website and Electronic Catalogue

CANADIAN TIRE (1997 - 1998)

- Worked with Canadian Tire and Ernst and Young consultants in developing web-based catalogue architecture to support varying product availability across national franchises
- Produced eFlyer information layout and visual design to reflect existing catalogue look and feel

One of the first successful email direct marketing programs. Roles: Art Director, Information Architect, Designer



BMO Investore - Kiosk

BANK OF MONTREAL (1996)

- Developed storyboards and information flow diagrams
- Produced information architecture to move the user through multiple information branches as quickly as possible
- Designed interface to be engaging and motion-rich

Kiosk program designed to assess financial risk tolerance. Roles: Art Director, Information Architect

Canadian Geographic Explorer - Retail CD-ROM

IQ MEDIA/CANADIAN GEOGRAPHIC

- Designed information architecture and graphical interface to integrate large variety of media types and textual data in an engaging and easy to navigate format for children 12+

CD-ROM exploring Canadian geographical facts. Roles: Art Director, Information Architect, Designer, Animator