

DESIREE ARENAS GILEWICH

Creative Producer

PROFESSIONAL EXPERIENCE

PARTNER / EXECUTIVE PRODUCER

Electric Sheep | April 2017 - June 2023

Business Owner / Executive Producer / Head of Production / Creative Producer

- Established structured systems to enhance company-wide and project-specific organization
- Formulated project estimates, managed invoicing processes, oversaw actualization efforts, and maintained comprehensive archives
- Hired and resourced creatives to a roster of talent
- Collaborated seamlessly with teams, including creative designers, copywriters, producers, and directors to foster a harmonious work environment and efficient project outcomes
- Adapted communication styles to effectively collaborate with individuals from varying professional backgrounds, ensuring mutual understanding and successful collaboration
- Leveraged my foundational design expertise to effectively facilitate projects and elevate creative outputs

DESIGNER / PRODUCER

Electric Sheep | December 2015 - April 2017

- Produced a wide range of design materials, including logo, print collateral, digital graphics
- Created and refined design assets that aligned with brand identity and marketing objectives
- Supported production teams in planning and executing various aspects of commercial projects
- Played a role in post-production activities, such as editing supervision, feedback incorporation, and delivery coordination
- Actively contributed to brainstorming sessions, offering creative input and ideas to enhance project concepts

GRAPHIC DESIGNER

Freelance | May 2010 - December 2018

- Collaborated closely with small businesses to establish and enhance their brand identity, focusing primarily on crafting logos, brochures, flyers, posters, business cards, and diverse print collateral
- Extended design services to encompass website layouts and corresponding graphics, consistently delivering visually appealing and user-friendly digital interfaces

DESIGN INTERN

Motion Soup | September 2010

- Created and designed company branding initiatives and promotional materials, showcasing a blend of creativity and strategic thinking
- Worked on video projects including documentary video editing
- Skillfully managed title card photography and executed design layouts, contributing to impactful visual presentation

EDUCATION

VANCOUVER FILM SCHOOL | DIGITAL DESIGN

Vancouver, British Columbia | May 2009

An intensive digital design program taught by experienced industry professionals resulting in an Associates Degree

SASK POLYTECH | NEW MEDIA COMMUNICATIONS

Regina, Saskatchewan | April 2004

A foundation in design principles, and multimedia Certificate

UNIVERSITY OF REGINA | STUDIES IN FILM

Regina, Saskatchewan | April 2001

Focused on undergraduate classes in general Film studies

KEY SKILLS

- **Collaboration:** Effective in bridging communication gaps between creative, technical, and business teams, ensuring a shared understanding of objectives and smooth project execution
- **Project Management:** Organizational skills to manage budgets, schedules, and timelines for all stages of production
- **Communication:** Coordinates with teams, and other stakeholders to ensure everyone is aligned with the project's vision
- **Adaptable:** Flexibility to adjust as needed and develop contingency plans
- **Problem Solving:** Finds creative solutions to unexpected challenges that arise during project production
- **Leadership:** Skilled in guiding and motivating teams while ensuring creative vision translates seamlessly into final production
- **Creative Insight:** Strong ability to draw inspiration from various sources, including art, literature, technology, and cultural trends
- **Time Management:** Expert in effectively managing complex production schedules and timelines to deliver quality campaigns on time and within budget
- **Relationship Management:** Builds relationships with clients and industry professionals
- **Continuous Learning:** Embraces a growth mindset and be willing to learn new skills, tools, and techniques.