

Wade Anderson CAPM

Design Director & Workflow Architect

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Where Creative Vision Meets Operational Excellence | Award-Winning Brand Strategist

Strategic Design Director with 25+ years of expertise managing award-winning creative initiatives across diverse industries. Unique ability to balance creative excellence with operational discipline, delivering transformative brand experiences while optimizing team performance. Recognized for innovative workflow systems that double productivity and brand strategies that drive measurable business growth. Proven leader who builds high-performing creative teams and enduring client partnerships.

KEY TALENTS

- Strategic Brand Development • Creative Team Direction • Visual Communication Systems • Conceptual Problem-Solving • Copywriting
- Workflow Engineering • Process Optimization • Brand Stewardship • Timeline & Budget Management • Quality Assurance • Consumer Packaged Goods
- Client Relationship Management • Photography and Video Direction • Brand Architecture • Pre-press Production • Digital Asset Management
- New Business Proposals and Pitches • AI Writing and Image Generation • Certified Project Management • Direct Mail Marketing

TECHNICAL PROFICIENCIES

- Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe Acrobat • Adobe Creative Suite • Affinity Designer • Affinity Photo • Affinity Publisher • Canva • Figma • Microsoft Power Point • Microsoft Word • Asana • Slack

PROFESSIONAL EXPERIENCE

Design Director • Macromia Marketing • Toronto, ON • Sep 2020 – Present

Freelance creative consultancy specializing in branding, design strategy, and production management.

Lead creative strategy and execution for diverse client portfolio, specializing in social media marketing strategies for SaaS businesses and consumer packaged goods (CPG) production for major retailers. Provide comprehensive creative direction while managing intricate project timelines and client relationships.

- Created comprehensive brand transition plan for The Urban Writers' rebrand to Dibbley by developing a 12-month rollout strategy including social media, targeted email messaging, and educational content. Boosted sales by 12% on average per month during transition, exceeding the goal of maintaining flat year-over-year performance.
- Established multi-chapter brand standards that reduced branding inquiries and errors through carefully structured guidelines addressing team tools, internal communications and brand awareness initiatives. Systematically tracked and measured decrease in correction requests over implementation period.
- Managed production art and CPG projects for major national retail brands including Costco's *Kirkland* line, delivering consistent quality while maintaining brand compliance across diverse product categories and retail environments.
- Maintained 100% on-time delivery rate across all client projects by implementing agile project management methodologies and establishing clear communication protocols with stakeholders and production partners.

Creative Director • 3 Apples High Inc. • Toronto, ON • Jan 2015 – Aug 2019

Cutting-edge creative agency specializing in food service, electrical contracting, and retail industries.

Led team of six designers, ensuring timely and budget-conscious completion of all projects. Facilitated kickoff meetings, developed creative briefs, and collaborated with clients to align project trajectories. Oversaw creative feedback across multiple channels including print, digital, and social media initiatives.

- Developed *The Nedco Promise* initiative with strategic positioning by crafting a distinctive visual identity and compelling messaging around inventory availability guarantees. Expanded program from Ontario pilot locations to nationwide implementation across Ontario, Quebec, and Western Canada due to overwhelmingly positive customer feedback.
- Transformed *Sysco Today* magazine into *The Main Ingredient* through contemporary design, premium photography, and sophisticated typography that reinforced the company's leadership position. Generated unprecedented national attention resulting in four additional Sysco divisions requesting similar publication rebrands.
- Expanded Sysco relationship from fleet graphics project to complete corporate identity redesign by delivering exceptional initial work that showcased strategic thinking. Led development of comprehensive brand standards for each marketing division, national advertising campaigns, and brand stewardship for the entire corporate portfolio.
- Created user-friendly sales performance reporting website for Sysco's leadership team by transforming complex data through advanced backend programming. Developed mobile-first solution that was rapidly adopted across all Sysco divisions, expanding significantly beyond the initial Canadian market.

Design Director • Anderson Design Consulting Inc. • Toronto, ON • Jan 2008 – Aug 2017

Boutique design partnership specializing in national print campaigns and editorial content for retail and beauty sectors.

Founded and operated specialized design consultancy serving major national and international brands. Collaborated with clients to develop impactful social media strategies, support retail product launches and create editorial publications for retail and publishing partners.

- Created editorial publications including *Beauty the Guide Magazine* for Hudson's Bay and *Cosmetics Magazine* for Rogers Publishing by developing distinctive visual identities and content strategies aligned with client objectives and audience expectations. Elevated brand positioning through sophisticated design solutions.
- Designed massive promotional installation for Glad's *City Clean-Up* initiative through feasibility analysis of various concepts. Created portable, impactful installation system with interchangeable city-specific posters that generated significant social media engagement across national tour locations.

- Orchestrated large-scale banner installation for COTY's fragrance promotion at Toronto's Eaton Centre by managing specialized vendor relationships and technical production requirements. Successfully converted diverse source materials into high-quality production art for 34x80 foot banners.

- Won editorial design contract with Rogers Publishing for *Holmes on Homes Magazine* by developing superior creative concepts including innovative sections and reader engagement strategies that outperformed competing proposals. Collaborated with TV personality Mike Holmes to successfully launch publication in 2009.

Production Coordinator • Symcor Inc. • Mississauga, ON • Sep 2010 – Sep 2011

Symcor is a banking industry technology provider of payment, security and data services.

I managed print scheduling and client relationships for major financial institutions including BMO and RBC. Directed procurement processes and coordinated complex production timelines while maintaining high-quality standards for sensitive financial documents.

- To enhance client satisfaction and strengthen relationships, I implemented regular status update communications and collaborative planning sessions with key stakeholders at BMO and RBC, resulting in proactive issue resolution and improved client retention.

- I optimized procurement processes for print materials, negotiating with vendors to ensure timely delivery of supplies while maintaining cost efficiency and quality standards.

- I managed critical business document production including cheque printing and client statements for major financial institutions, establishing streamlined workflows that improved turnaround times while maintaining strict security protocols.

Packaging Design Manager • Canadian Tire Corporation • Toronto, ON • Jan 2007 – Jan 2008

One of Canada's most recognizable retail brands with over 500 locations nationwide.

Led packaging design team responsible for developing and maintaining consistent brand identity across all house brands. Managed quality assurance processes, creative direction, and brand integrity for national retail products.

- Doubled on-time delivery rate from 40% to 84% within three months by restructuring workflow and hiring two additional coordinators rather than more designers. Implemented system allowing artists to focus on creative work while coordinators managed administrative tasks, significantly improving team morale and work quality.

- Led comprehensive rebranding that streamlined house brands from 72 to 36 through thorough evaluation of market equity, refreshing existing brands and introducing new ones to enhance the product range. Maintained market share during Walmart's expansion into Canada, solidifying Canadian Tire's position as a national institution.

- Created award-winning *Blue Planet* eco-friendly product line using innovative differentiation strategy in the increasingly crowded "green" market segment by going "blue." Won Packaging Association of Canada's award for Best New Brand using distinctive positioning and compelling visual identity.

- Developed PowerXchange sub-brand identity for Mastercraft's multi-tool battery compatibility technology using contrasting colors, 3D modeling and innovative design. Drove 15% increase in Mastercraft tool sales during the 2008 Holiday season following launch.

Production Artist • Southern Graphics Systems • Brampton, ON • Jan 2004 – Jan 2007

Leading pre-press and packaging production company serving major consumer brands.

Specialized in developing print-ready packaging for leading companies including Kraft Foods, Nestlé, and Shoppers Drug Mart. Ensured quality assurance standards and proper file preparation for various printing methods.

- Developed award-winning packaging recognized by the Packaging Association of Canada including Best Brand Marketing and Technical Excellence awards for major consumer brands including *Peek Freans*, *Nabob Coffee* and *Honey Bunches of Oats*.

- Created complex digital color transformations for new product variations such as Golden Oreos, employing advanced technical expertise to maintain brand consistency while adapting established visual elements to new product offerings.

- Produced intricate eight-color tin packaging for *Peek Freans*' 150th anniversary by meticulously reconstructing design mock-ups into production-ready artwork that incorporated multiple spot colors and two levels of tin stamping, resulting in award-winning packaging.

ADDITIONAL EXPERIENCE

Technical Illustrator • Lawlor and Company • Georgetown, ON • 2002-2003

Graphic Designer • Zaunscherb Marketing Inc. • Hamilton, ON • 1997-2002

Technical Illustrator • Canadian Space Agency • Brampton, ON • 1996-1997

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts, Technical Illustration (Scientific and Medical) • Sheridan College • Brampton, ON • 1994-1997

Certified Associate in Project Management (CAPM) • Project Management Institute • 2012

University of London • Brand Management Course: Aligning Business, Brand and Behaviour • 2024

AWARDS & RECOGNITION

- Packaging Association of Canada Award - **Best Food Packaging** (2015) - Blak Max Energy Drink
- Bank of Montreal - **Customer Service Excellence Award** (2012) - Symcor Inc.
- Packaging Association of Canada - **Best New Brand** (2009) - Blue Planet Eco-Friendly Products
- Packaging Association of Canada - **Best Brand Marketing** (2008) - Peek Freans
- Packaging Association of Canada - **Best Brand Marketing** (2005) - Bakers Baking Chocolate
- Packaging Association of Canada - **Technical Excellence** (2004) - Honey Bunches of Oats
- Packaging Association of Canada - **Flexographic Excellence** (2004) - Nabob Coffee
- Rogers Publishing - **Editorial Award** (2004) - Holmes on Homes Magazine
- ACE Silver Award - **Best Brand Marketing** (1999) - Nu-Gro Products
- ACE Silver Award - **Best Packaging Design** (1999) - Sanctuary Bird Seed