

Richard Ward

D e s i g n & M a r k e t i n g

250-893-6334

2026

PORTFOLIO

Print, New Media/Web, Television, Radio

End OF THE ROLL™
Discount Carpet & Flooring

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**NEW YEAR
NEW STYLE**



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**FRIENDS
& FAMILY
SALE**

FOR WHATEVER
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do it YOURSELF event

do it YOURSELF event

do it YOURSELF event

FLOORS NOW.

SPRING SALE

FLOORS NOW.

SPRING SALE

FLOORS NOW.

SPRING SALE

FOR WHATEVER YOUR LIFESTYLE

FOR WHATEVER YOUR LIFESTYLE

FOR WHATEVER YOUR LIFESTYLE



In 2013, I started working for the Okanagan's premier label printing company Challenge Labels. Starting in Design and Production I learned in-depth time tested label house secrets and production processes. It was an incredibly educational hands on experience that I will never forget. Unfortunately a year after I started, the company went under due to new ownership cash flow. But before that happened all sales staff had jumped ship and were trying to take the clients with them.

Here is the positive...

Which gave me the opportunity to move into Sales & Marketing. I had a crash course in custom Label Printing CRM, Quoting, Substrates, Inks, Foils, Coatings, and Sales. I personally took on Sales and Creative for some fantastic brands and met a lot of amazing people including:

Ezra Cipes - Summerhill Winery

Wyn Lewis - Vibrant Vines Winery

Kim Lawton & Patt Dyck - Cannery Brewery

Mike Urban - Urban Distilleries

Al Mcleod - Nelson Breweries

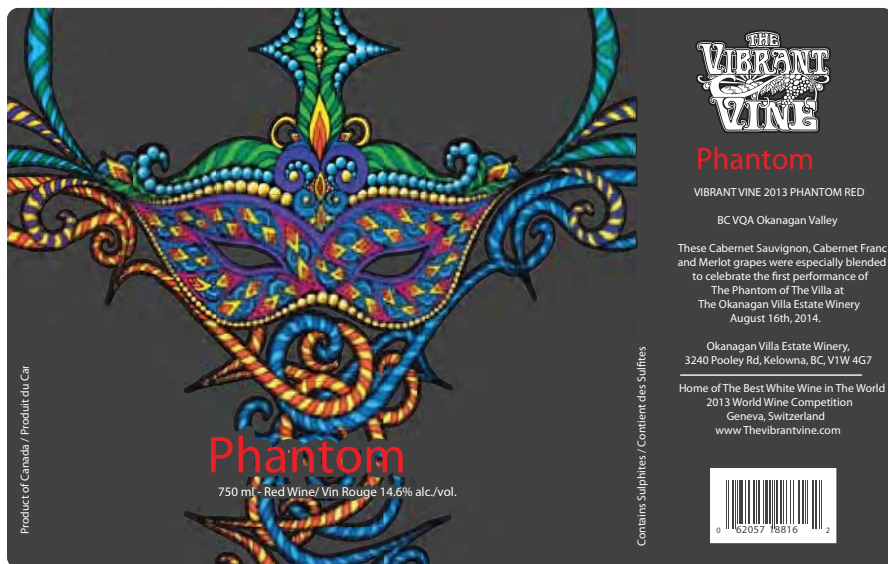
Colin Sweeney - Sun Valley Fresh Foods

I was on a mission to keep clients and find new ones. Kim Lawton of Cannery Brewery suggested we sponsor the 2014 Fest Of Ale Brewers Reception so I could meet all of the Craft Beer Attendess. I created In-vites that were KEG RINGS which is what all Breweries put on the nozzle connetion of thier kegs for brand identity. I also DeeJayed the party after all of the bands had played. Great Event!

PLEASE CHECK PROOF THOROUGHLY!

BY SIGNING THIS PROOF, YOU ARE AUTHORIZING US TO PROCEED WITH YOUR ORDER.

Challenge labels assumes no responsibility for errors made on proofs that are not corrected by customer.



Attention: Wyn Phone 778-478-2176 Email wynlewis@okanaganvilla.com unwind orientation to be confirmed

COLOURS: cyan, magenta, yellow, black, spot black, matte varnish flood, pattern UV gloss varnish, red hot foil

CHALLENGE LABELS	DOCKET#	CUSTOMER	Code 567-12-1	DATE	SALES REP	ARTIST
	37909	Okanagan Villa Estate Winery		June 11, 14	CSR	R

PLEASE CHECK THIS PROOF IMMEDIATELY FOR APPROVAL OR CORRECTIONS AS YOUR ORDER WILL BE HELD PENDING THE RETURN OF THIS PROOF.

- ☐ Proof is OK
☐ Make corrections & reproff

Signature _____

Date _____

If the proof is correct as submitted, it should be signed and dated. If corrections are necessary they should be clearly indicated or call us. We are anxious to expedite your order so we urge you to give this proof immediate and careful attention. A fast approval is acceptable. Delayed proof approvals may delay shipment of your order.

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Proof sent via ☒ mail ☐ fax ☐ email

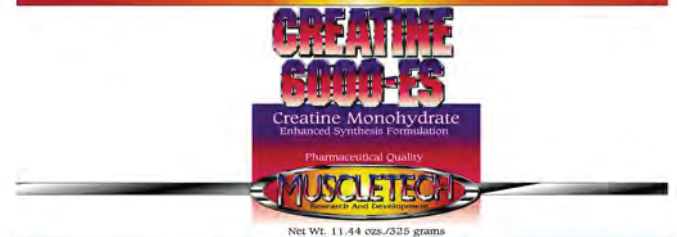
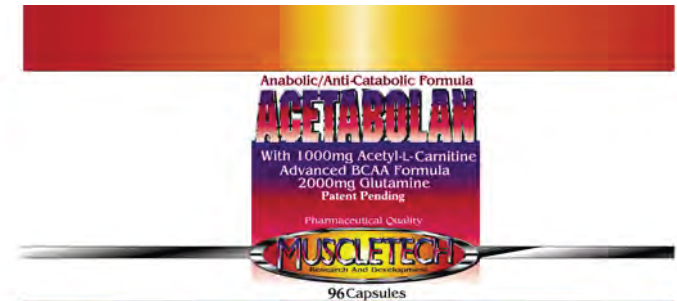
Size: 6" x 9.4375"
Stock: estate #8 vellum
Adhesive: AT20
Lamination: varnishes as above
of Plates: 6 + hot stamp

FORM 0706472





In 1994 I developed all of MuscleTech's original packaging, logo's, marketing materials and created the name for their number one selling product HYDROXYCUT. This was all before the company was registered as a business. Iovate sold in 2007 for \$500,000,000 and is now the largest Nutriceutical company globally.





Spiderman_mini decanter_pkg
Size: 11.125"W x 8.5"H x 3.25"D





Sales Mock-Ups





TM/MC

WAYV^{TM/MC}
Lavant

FONTS:
ENGRAVERS LT STD BOLD
EDWARDIAN SCRIPT
HELVETICA NEUE LT STD

WAYV

FONTS:
EDWARDIAN SCRIPT

Lanark

FONTS:
HELVETICA NEUE LT STD
FULL SUITCASE
(used for all sans serif text)

VIBRANT NATURAL SPRING WATER
EAU DU SOURCE NATURELLE
VIBRANTE



WAYV
Lanark

VIBRANT NATURAL SPRING WATER
EAU DU SOURCE NATURELLE
VIBRANTE

7.8
PH

750mL

TOTAL DISSOLVED SOLIDS (TDS)
MATIÈRE DISSOUTES TOTALES: 130 P.P.M.
FLUORIDE IONS/ION FLUORURE: 0 P.P.M.

Ascrete[®]
Local • Economical • Sustainable



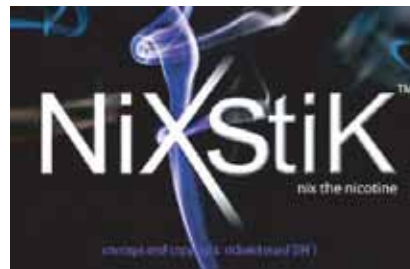
Ski Norquay
Banff, Alberta



PIVOTAL
WEALTH COUNSEL



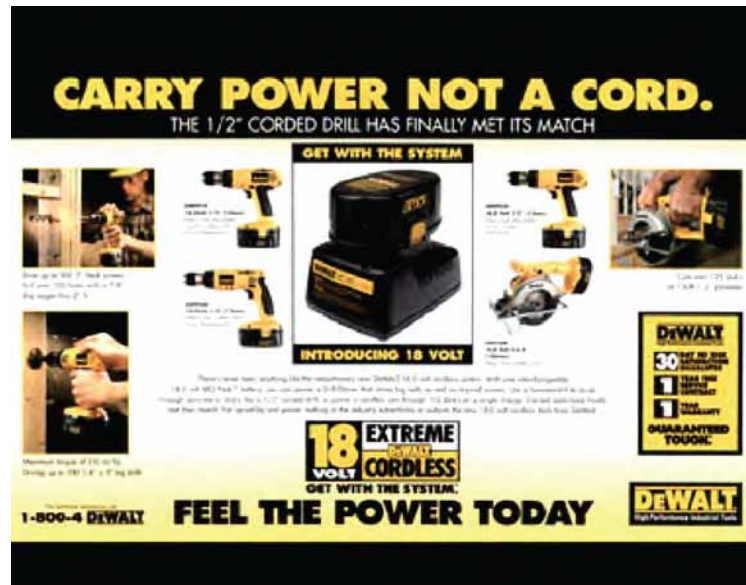
WAYV
Lavant



TruXmart
One stop shop for
truck accessories.



MM:I
Multi-Media Installations



2006-2007

PASS SALE

The BIG 3



Adult	\$1499 reg.	NOW \$1199
Midweek	\$1199 reg.	NOW \$959
Student (18-24)	\$1199 reg.	NOW \$959
Youth (13-17)	\$1049 reg.	NOW \$839
Child (6-12)	\$495 reg.	NOW \$399
Tiger (0-5)	\$35 reg.	NOW \$30
Senior (65+)	\$1199 reg.	NOW \$959
Family	\$3489 reg.	NOW \$2789

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* Some conditions apply

REFLECTIVE LOGOS

PIVOTAL WEALTH COUNSEL 2025 STYLE GUIDE - PAGE 2



PIVOTAL WEALTH COUNSEL 2025 STYLE GUIDE - PAGE 5

Formatting and Design with Type



PIVOTAL WEALTH COUNSEL 2025 STYLE GUIDE - PAGE 6

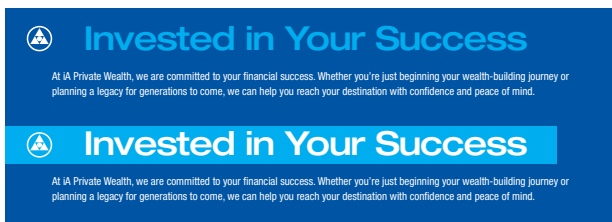
Formatting and Design with Type

Invested in Your Success

At IA Private Wealth, we are committed to your financial success. Whether you're just beginning your wealth-building journey or planning a legacy for generations to come, we can help you reach your destination with confidence and peace of mind.

Invested in Your Success

At IA Private Wealth, we are committed to your financial success. Whether you're just beginning your wealth-building journey or planning a legacy for generations to come, we can help you reach your destination with confidence and peace of mind.



HEADING: Helvetica Neue LT Std - 63 Medium Extended

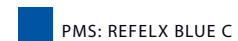
Invested in Your Success

At IA Private Wealth, we are committed to your financial success. Whether you're just beginning your wealth-building journey or planning a legacy for generations to come, we can help you reach your destination with confidence and peace of mind.

BODY COPY: Helvetica Neue LT Std - 57 Condensed



COOL BLUE
4 COLOUR LOGO



PMS: REFELX BLUE C



PMS: PROCESS CYAN C



PMS: RICH BLACK:
100% BLACK - 30% MAGENTA - 30% BLUE



PMS: 50% BLACK PMS: 70% BLACK

FONTS:

Franklin Gothic Medium

Helvetica Neue LT Std

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SUMMER 2016 PRODUCT GUIDE
ISSUE 101

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WORKOUT**



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XTRA PUNCH
performance mix





JUNE 2017: ECR Perfection Chevy Express 3500 Extended Passenger (2016)



Richard Ward
Design & Direction Resume
250-893-6334

1 of 2

Experienced Designer with a demonstrated history of working in the publishing industry. Skilled in Web Design, Social Media, Package Design, Storyboarding, Page Layout, Corporate Identity/Logo Design, Animation & 3-D Modelling, Video Editing, Voice Overs & Script Writing. Strong arts and design professional, graduated from Humber College School of Media Studies.

Jan 1993 - Present

Creative Director (Client & Agency) - Ward Media Works

- An experienced graphic designer, providing quality graphic design and creative direction, consistently meeting deadlines in high-pressure atmospheres. Familiar with all aspects of new media.
- More than fifteen years experience in package design, web development, corporate identification, logo design, photography and photo retouching, production and pre-press, large format, 3D modeling/3D animation, motion graphics, and music production/promotion. Proficient in Canadian and international copyright laws.
- Graduate of the Graphic Design and Advertising program at Humber College.
- Self-starter with the ability to analyze business operations and recommend strategies to improve performance. Maintain professionalism at all times and use discretion when handling confidential data. Competent "people person" with excellent project management skills.
- Outstanding leadership and communication skills. Efficient and able to multi-task effectively.
- Excellent Computer Skills: Mac OSX, Window's , Adobe Creative Suite, Quark X-Press, Adobe Director, Dreamweaver, After Effects, Java, CSS, HTML, Action Script, Maya, 3-D Studio Max, Final Cut, Reason, Re-birth, CuBase

Oct 2017 - July 2019

Senior Designer - End Of The Roll Discount Carpet & Flooring, Kelowna BC

- Successfully refined the brand by completely updating the style guide.
- Creative Direction & Design on seasonal marketing programs.
- Implementation across multiple platforms. Social Media, Television, Publication and in-store large format.
- Responsible for pre-press on custom materials for each of our 60 national locations.
- Worked directly with each individual franchise providing marketing and design support.

Oct 2013- July 2015

Sales & Marketing - Challenge Labels Ltd, Kelowna BC

Label Design & Pre-Press. Sales & Marketing

Challenge Labels Ltd , Kelowna, BC

Sales, Marketing & Development of New business Creative/Art Direction/Design and product development. Full Production House, Film to plate, to press. All IN-House. Short Run (with Custom Die options) Digital Primera. New Foil - Hot foil press.

- Initially hired as a label designer and pre-press artist.
- Operated short run digital label printing equipment.
- Moved towards sales and marketing in conjunction with design.
- Worked directly with some incredible people and business including:

- | | |
|--|--|
| • Ezra Cipes - Summerhill Winery | • Mike Urban - Urban Distilleries |
| • Wyn Lewis - Vibrant Vines Winery | • Al Mcleod - Nelson Breweries |
| • Kim Lawton & Patt Dyck - Cannery Brewery | • Colin Sweeney - Sun Valley Fresh Foods |

Richard Ward
Design & Direction Resume
250-893-6334

2 of 2

July 2011 - Dec 2012

New Media Designer - ResortSuite Hospitality Software, Toronto ON

- Successfully managed creative development and design for all marketing initiatives.
- Responsible for creative ideation to finished artwork including writing, storyboarding, scripting, recording and performing voice-overs for promotional videos. Art direction and design of branded I-Phone Apps - ResortSuite MOBILE in X-Code. Apps then generated from X-Code and functionality recorded using Camtasia (promotional / e-learning videos)
- Developed working content for on-line booking directly from Facebook - ResortSuite SOCIAL
- Directed all print collateral from concept/design to press ready files.

Contract

Package Designer - Centura Brands, Mississauga ON

- Successfully managed creative development and design, utilizing style guides from Nickelodeon, Disney, and Marvel Comics
- Responsible for creative ideation to finished artwork, developing packaging, P.O.P. materials, and advertisements.

Contract

Graphic & Package Designer - Spinmaster Toys, Toronto ON

- Provided graphic design for key product lines, utilizing style guides from Nickelodeon, Disney, and Marvel
- Collaborated with a team of eight designers, developing packaging, P.O.P. materials, advertisements, motion graphics.

Sept 2007 Contract

Graphic Designer - SkiBig3.com SkiHub, Banff AB

- Worked under Kathleen Buffle to provided design and promotion support.

Mar. 2006 - Aug 2006 - My Travel/Sunquest

Graphic Design/Production Artist
Creative development and design of advertisements and catalogues.

Jan. 2006 - Anatstat Headcan

Graphic Design/Rich Media Developer
Creative development and design of rich media content for on-line marketing, and print.

Oct. 2005 - Dec. 2005

WSIB Workmans Compensation Board
Flash Production Artist/Designer
Creative development and design of rich media content for on-line marketing, websites and cd-rom development.

1995-1997 Delray Communications

Art Director
Creative development of ads, brochures, logos, P.O.P. materials, illustrations, package development, and direction of photography.
Clients
Bacardi Martini - Telenet - Konica
Motorola - Black and Decker/Dewalt
National Hockey League - Mizuno
Loblaws - Trophy Foods - Pillers

1993-1995 MuscleMag International

Graphic Designer
Designing of editorial spreads, logos, customer advertisements, promotional advertisements, poster design, illustrations, promotional clothing design and photography.