



DAVID LOBLAW

416-606-1223 • dloblaw@rogers.com • [portfolio at daveloblaw.com](http://portfolio.at.daveloblaw.com)

PROFESSIONAL PROFILE

Strategic graphic designer, illustrator and visual problem solver with 20+ years in design and advertising, specializing in package design, retail programs, and brand identities. Worked with some of Toronto's top design firms to deliver game-changing creative. Competed against staff designers on the re-design of Mike's Hard Lemonade Lime packaging for the US and won the client's selection, leading to roll out of the new design to existing 12 pack line up. Lead designer on Walmart's Private label brand Sams Choice. Created retail concept designs for retail stores such as Canadian Tire Gas Stations, Bell Canada and Scotia Bank. Studied at Ontario College of Art and Design, Toronto, Ontario. London International Advertising Award recipient. Creative solution-oriented, strong drawing skills, team player.

EMPLOYMENT EXPERIENCE

Graphic Designer | Principal

2013–present

Dave Loblaw Design Inc. Resent Projects

- Illustration for TTC Ride Guide cover and poster 2017, City skyline and waterfront with type, created in Adobe Illustrator CC
- Created Brand Identity and beer label for Trestle Brewing Company. Ongoing client set to launch late summer 2017
- Created concepts for online and print promotions for London Drugs Black Friday sales event (Freelance for Toronto studio)
- Designed Tim Horton's Island Festival event pocket guide and on site event wayfinding signage program (Private event)
- Designed packaging for "Coolest Coolers, following existing branding guidelines, Number two kickstarter funded project
- Designed bilingual online contest promotions for Thai Kitchen's #everyday recipe challenge
- Poster design for Joggin for the Noggin Charity 5K fun run

Creative Director | Partner

2006–2013

Bluedart Design Inc.

- Adapted approximately 200 pieces of US creative for bilingual Canadian audiences for Crayola Canada
- Designed seasonal (back to school Christmas specials) graphics for in-store product display stands for Crayola Canada
- Worked with Disney, Marvel, and Lucas Films brand guidelines to co-brand 30+ pieces of Crayola activity colouring books and products
- Designed package for Natrel's Lait Milk 33% less fat, and Sealtest Dairy line, plus promotional rollout including sell sheets, floor stickers, shelf talkers and danglers

Graphic Designer | Freelance

2004–2006

- Competed against staff designers on the re-design for Mike's Hard Lemonade Lime packaging for the US and won the client's selection, leading to roll out of the new design to existing 12-pack line up
- Composed each photographic element of the new package design separately using Adobe Photoshop to create the final image
- Worked for several design studios in the Toronto area

Senior Graphic Designer

1997–2004

Watt International

- Lead designer on Sam's Choice account in the US and Canada, overseeing up to 80+ product package designs
- Directed photography to ensure linears were on target with the photography studio staff
- Worked on several retail signage programs for major retail brands such as, Sobeys Smart & Final, Inca Computers, Walmart
- Performed re-touching and verified that all re-touching was correct
- Provided art direction and liaised with food stylist to ensure high quality photos
- Won the London International Advertising Award for package design: Safeway fruit snacks private label brand
- Solved two long-standing re-design challenges leading to the roll out of 25 packs of Safeway frozen novelty packages and 56 skews of the frozen Dairy ice cream products