

# G. WILLIAM BELYEA

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## Employment Background

### • Graphic Designer / Digital Pre-Press Technician

Cowan Graphics Inc., Edmonton, AB

November 2013 to Present

Lead proofing and output artist responsible for complex, short time frame production projects. Building and maintaining brand standards as well as curating and monitoring all of Cowan Graphics' social media and online content.

### • Freelance Graphic Designer / Web Developer

styleBOXmedia, Edmonton, AB

May 2011 to November 2013

Working with small businesses to coordinate social media account content, scheduling and graphics, along with Wordpress website development, upgrades and maintenance.

### • In-House Graphic Designer

O'Canada Gear, Edmonton, AB

May 2009 to December 2011

Manipulating client-supplied artwork for a variety of promotional marketing reproductions. Colour correcting images, designing, re-drawing logos and low resolution graphics for optimal production standards. Re-design and management of a successful online store built with HTML and CSS.

### • DJ & A/V Technician

Belyea DJ Services, Edmonton, AB

April 2006 to Present

Corporate and wedding event DJ, A/V, sound and light technician. Experienced in planning, scheduling and coordinating large events as well special production audio edits for client requests.

## Education

### • Northern Alberta Institute of Technology

Graphic Communications Certification, Digital Pre-Press Technology.

2008-2009

### • French Immersion

12 years (K-11). Edmonton Public Schools.

1991-2003

## Skills

- In-depth knowledge of current large format print technology, file preparation / manipulation, substrate applications, fabrication techniques, brand standards management and compliance.
- Expert skill level in the Adobe Creative Cloud software and Microsoft Office run on either the Windows or Macintosh operating systems. Specific expertise in InDesign, Illustrator, Photoshop, Premiere and Power Point used daily for the last 9 years.
- Wordpress, Squarespace, Shopify CMS website construction and management.
- Social Media copy writing, photo editing, digital illustration, content creation, brand management, and search engine optimization.
- CSS & HTML customization.

## Volunteer Activities / Professional Associations

- Psychedelic Association of Canada - Social Media Content Team - Graphic Design, Canva-based May 2021-Present
- Blue Quill Condo Board Corporation - Secretary - Graphics, Scheduling, Communications June 2019-Present
- Committee Chairperson representing O'Canada Gear  
Military Family Resource Center Annual Charity Golf Tournament 2009 - 2011
- Tutor, Calculus, University of Alberta 2005
- Jr. Varsity Basketball, Volleyball Coach. Strathcona Composite High School 2001-2004

## References

Available upon request.