

# GLEN | CHO



HI THERE,  
I'M GLEN, NICE TO MEET YOU.

I am a versatile art director with extensive experience in print design, creative strategy, ideation and research. I currently hold a bachelor's degree in advertising design and work full-time while doing part-time freelance work. My processes in design are always to find the best solutions, grow from inspirations and gain new experiences to expand my horizon.

## CONTACT

glencho@hotmail.ca  
www.glencho.ca  
www.zlenfilm.com  
905-716-7903

## EDUCATION

OCAD UNIVERSITY  
Bachelor of Design, Advertising  
2009 - 2013

Learned to develop effective strategies to address particular market needs. Importance placed on process, analysis and the development of creative and challenging solutions. Producing complete advertising campaigns for a broad spectrum of media, including TV, radio, billboards, magazines and the Web, integrating elements such as type, photography, illustration and graphics.

Other lectures included studies in brand positioning, brand development, market research and pre- and post-production analysis.

## SKILLS

MICROSOFT OFFICE • ADOBE  
CREATIVE SUITE • CUSTOMER  
SERVICE • RESEARCH • SOCIAL  
MEDIA • WINDOWS • MAC •  
PHOTOGRAPHY • VIDEOGRAPHY

## EXPERIENCE

 GRAPHIC DESIGNER  
MolecuLight  
Oct 2019 - Present

- » Conceptualizing and designing graphics for web, email, promotional materials, and all MolecuLight branded projects
- » In house lead designer to maintain our home website and to provide all necessary printouts and materials for sales around the globe

 FREELANCE ART DIRECTOR / DESIGNER / VIDEOGRAPHER  
glencho.ca / zlenfilm.com  
Aug 2010 - Present

- » Wedding and events filming, documenting, and editing
- » Brand identity, catalogue design, website design, branded collaterals
- » Photography and videography for special occasions
- » Print designs for events, university conferences, pharmacy stores
- » Personalized HTML email promo page designs
- » Logo and type design

 FREELANCE GRAPHIC DESIGNER  
Roger's TSC  
Feb 2019 - July 2019

- » Conceptualizing and designing graphics for the events of their TV promotions and web presence
- » Worked on presentations, web banners, email promos, TV stills, and pop-ups

 Digital Art Director  
SAGE Medica  
May 2014 - Oct 2018

- » Focusing on strategic, creative and new media solutions for pharmaceutical and healthcare partners
- » Advertising, branding, conceptualizing, designing for medical publications(monthly journals), various prints, front-end development on web entries, web design, app design, photo manipulation and editing
- » Clients include: Bausch & Lomb, Boehringer Ingelheim (GIOTRIF®, Headstart™), Merck, New Evidence, Pfizer, BTG (Therasphere®, LCBead®, DCBead®, Beta), Ontario Pharmaceutical Marketing Association

## REFERENCES

Available upon request