

Laurence Lue

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Freelance Print & Web Design,

Oct 2002–present

- a combination of print and web work including website maintenance, Power Point presentations, logos, brochures, and pamphlets
- clients include Canadian Heritage, ResREIT, Government of Ontario, Canadian Scholarship Trust, Moving the Economy, Second Nature Boutique, and Spa Lumina Enhanced Laser & Skin Care.

Print & Web Design**@ Synapse Cross-Media Advertising,**

Oct 2004–Sep 2005

- producing a variety of design work including marketing materials and packaging for Unilock; brochures, packaging and tradeshow exhibits for Pita Break; and websites for VOICE in health policy, Doug Shimizu Photography, Ellman Design, and Garth Grosjean Photography
- dealing with vendors, performing routine computer maintenance and troubleshooting, handling client requests, and taking care of the day-to-day operation of the studio

Packaging Design @ Umbra Ltd.,

Oct 2003–Oct 2004

- handled packaging design for retail consumer housewares and gift items from concept to overseas production within a fast paced, high volume environment
- prepared packaging mock-ups and presentation materials for sales team

Print & Web Design**@ Synapse Cross-Media Advertising,**

Dec 2001–Sep 2002

- designed print materials including stationery, print advertising, and brochures for Santa's Village, Unilock, and California Spa
- established the information architecture for websites and developed user-interfaces within the context of the client's brand

Web Design @ Fusion Interactive,

May 2000–Nov 2001

- developed Fusion's information architecture process
- critiqued and redesigned websites for financial and health care clients such as Manulife Financial, Liberty Health, and Sunnybrook & Women's College Health Sciences Centre using user-centred design criteria

Print Design @ IPEX Inc.,

1999–2000

- designed point-of-sale diagrams for home plumbing products and catalog pages for electrical supplies
- created and revised product illustrations
- used Extensis Portfolio to create a searchable catalog of product-related images

Diploma in Graphic Design,
Sheridan College 1997–2000

Zoology graduate studies,
University of Toronto 1994–1997

Bachelor of Science in Zoology,
University of Toronto 1990–1994

Jury member, The PlanetNorth Award
student design competition 2001

Co-chair, graphic design graduating class,
Sheridan College 1999–2000

Summer Design Course, Europe
(London, Paris, Barcelona) 1999

Summer Design Course, Asia
(Tokyo, Beijing, Hong Kong) 1998

ARGD/ON Scholarship,
honourable mention 1999

University of Toronto,
Open Fellowship 1994, 1995

**NSERC Summer Research
Scholarship** 1993

Xerox Scholarship,
undergraduate studies 1990–1994

Governor General's Medal,
high school achievement 1990