



pareshLADD

email:
paresh.ladd@gmail.com

WORK EXPERIENCE:

Standard Life of Canada >> Multimedia Specialist - Senior Designer [2007-present]

The Global Design Studio is based out of Montreal. Being head office, I have the privilege of collaborating with employees from all across Canada. My ability to adapt to the varying cultures between our teams in Vancouver, Edmonton, Toronto, Montreal and Nova Scotia has enabled me to carry out many successful collaborations. My responsibilities include Sales Proposals, which are time sensitive and require a unprecedented level of teamwork to complete as each proposal can require a multitude of components coming together such as filming, photography, customized marketing material and animations all housed in a microsite. With a one week turnaround time and millions of dollars at stake, we have as a team faced each challenge head on and our success can be based on the fact that we have never missed a deadline. I also work closely with Marketing on bringing project briefs to life, where the end product surpasses our users expectations and those in the Assurance field, and we have awards to prove it! Working successfully with others has always been a strength that I highly value and something I apply to everything that I do.

YBM Si-sa Language Institute >> ESL Instructor [2006-2007]

My time teaching at YBM was one of the most rewarding experiences of my life! Working with a group of people from all over the world really made me appreciate the differences between western countries. As we rotated classes per month, we would collectively discuss some of the difficulties our students were having and try to address them in the coming months. The native staff at the school always made us feel welcome and helped with dismantling the cultural barriers we sometimes faced in the classroom. And the students, to see them only a few months later and speaking with great confidence was something one cannot but feel proud to be a part of. I also wrote for YBM's TOIEC publishing series and once again, seeing all the different sections we had worked so hard on, come together into a single book was another heart-filled experience. I always look back at my time in Korea with a warm smile.

EDUCATION:

Concordia University >> Bachelor of Fine Arts: Design Art [2002-2005]

Concordia University >> Faculty of Engineering: Mechanical Engineering Major
[1999-2001]

John Abbott College >> Natural Sciences [1996-1999]

COMPUTER SKILLS:

Proficient on both Windows & Macintosh platforms

Adobe CS4 Suite:

InDesign - Photoshop - Illustrator - Flash - AfterEffects - Dreamweaver -
Soundbooth

Microsoft Office:

Outlook - Powerpoint - Word - Excel

AWARDS & COMPETITIONS:

IFCA Best of Show award - VIP Room Promo animation

The Insurance & Financial Communicators Association awarded Standard Life of Canada a Best of Show' for the Member VIP Room in the electronic materials category. The campaign included a set of promotional animations showcasing the new tools and features of the site designed for both plan sponsors and members. I was the lead on this project, from conceptual artwork to final animations.

IFCA Plan Member Communication award - VIP Room Promo animation

The Insurance & Financial Communicators Association awarded Standard Life of Canada an 'Award of Excellence' for the new Retirement Calculator in the Plan Member Communication category. The campaign included a promotional animation showcasing this new tool and its features. I was the lead for conceptual artwork to final animation.

*references available upon request