

**CREA-
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RGD

DESIGNERS
CONNECTING
DESIGNERS

Creative Directions is a Virtual Conference designed to help graduates and emerging designers gain the tools and knowledge needed to embark upon and build a career in the creative communications industries.

Join us to learn how to package, polish, promote and profit from your talent.

Over 150 Creative Directors, Design Managers and Senior Designers will share their experiences, advice and knowledge in virtual presentations, virtual panel discussions, virtual one-on-one portfolio reviews and an online discussion platform.

Informative presentations. Lively panel discussions. Networking opportunities with industry professionals.

Event Details

WHEN?

Presentations take place **April 27, April 29 & May 1**.
One-on-one Portfolio Reviews take place over the entire week.

WHERE?

- All presentations take place virtually on Gotowebinar.
- Portfolio Reviews will be offered on a variety of different online platforms.
- Participants also receive access to a Slack Workspace for all participants, including presenters, panelists and portfolio reviewers.

PRICING

(in Canadian dollars, includes 13% tax)

All Access Pass

12 virtual sessions over 3 days; 3 thirty minute virtual Portfolio Reviews and access to online discussion platform

RGD Members: \$141.25

Non-Members: \$282.50

Grad Special: \$169.50 with Prov RGD Membership to Dec 31/20

Non-Member Special: \$310.75 with Affiliate Membership to Dec 31/20

One-Day Pass

4 virtual sessions; 1 thirty minute virtual Portfolio Review and access to online discussion platform

RGD Members: \$46.50

Non-Members: \$124.30

Sessions

RGD Members: \$16.95 each or 3 Keynotes (Lewis, Zhu, Collins) for \$96.05

Portfolio Reviews

RGD Members: \$22.60 each or 5 for \$85.75

Non-Members: \$33.90 each or 5 for \$141.25

REGISTRATION

[Register here](#)

TRAILBLAZING

Presented by Meg Lewis

9:30 AM PT / 12:30 PM ET / 1:30 PM AT

Meg Lewis is a designer creating experiences for happy companies and a one-on-one educator creating happier lives for humans of all kinds. Meg is the founder of Ghostly Ferns, a collective of designers & commercial artists and is the co-founder of Fool Proof, a shared workspace for creativity & collaboration in Minneapolis. She specializes in creating emotional connections between businesses and their audiences by adding personality to their brand. Meg is also a sought-after speaker and educator, travelling the world to present at conferences and private events on personal brand, defining a purpose and living an authentic life.

TOOLS & TACTICS

Perfecting Your Portfolio

11:00 AM PT / 2:00 PM ET / 3:00 PM AT

A portfolio is a designer's career calling card. Panelists offer advice and answer your questions about developing and presenting your portfolio so you can feel confident and competent during interviews.

Panelists Matthew Clark RGD, Creative Director at Subplot, Vancouver
Sarah Di Domenico, VP, Partner & Creative Director at WEDGE, Montreal
Linda Nakanishi, Associate Partner at Nascent Digital, User Experience, Toronto
Laura Stein RGD, Chief Creative Officer at Bruce Mau Design, Toronto

TRANSPARENCY

So You Wanna Design A Better World?

12:30 PM PT / 3:30 PM ET / 4:30 PM AT

Social good, sustainability, accessibility, inclusion... buzz words or basic & fundamental principles? Join us as our panel of designers discuss the important topics our world is talking about, and the role that design can play in addressing them.

Moderator Victor Szeto RGD, Creative Director at Green Living Enterprises, Toronto

Panelists JD Beltran, Founder and Director of the Center for Creative Sustainability
Andrew Gibbs, Founder & CEO at Dieline, Los Angeles and Partner of A Plastic Planet
Michelle Hopgood RGD, Information Design Specialist at Hopgood Creative, Toronto
Jay Wall RGD, Principal & Creative Director at RallyRally – Design for Social Change, Toronto

TRAJECTORY

Sponsored by: 

What Brand Designers Know

2:00 PM PT / 5:00 PM ET / 6:00 PM AT

How do you build a memorable brand? What are the tips & tricks of the trade? Senior professionals offer tips specific to their roles in packaging, brand consulting and in-house brand management.

Presenters Mooren Bofill RGD, Executive Director, Design at john st., Toronto
Wade Conway, Interactive Creative Lead at Google Brand Studio, San Francisco
Robin Honey RGD, Brand Consultant, London (ON)
Wilson Wong, VP of Creative Services, Creative Director at Everbrave Branding Group, Calgary

Topic: Branding in the Expectation Age: How do we build successful brands today?

The day will be hosted by Dominic Ayre RGD, Creative Director at Hambly & Woolley.

TRAILBLAZING

Presented by Zipeng Zhu

9:30 AM PT / 12:30 PM ET / 1:30 PM AT

Make It: 400+ Slides on making it

Zipeng is a Chinese-born designer, art director, illustrator and animator in New York City who wants to make every day a razzle-dazzle musical. His clients include Apple, Adidas, Coca-Cola, Microsoft, Twitter, Netflix, Viacom, The New Yorker, Fox, Animal Planet, CNN, Refinery29, Chobani and Samsung. After graduating from the School of Visual Arts, he has worked at Pentagram and Sagmeister & Walsh. He was an ADC Young Guns 13 winner and has been recognized as Print magazine's New Visual Artist and The One Show Young Ones. His work has been exhibited in New York, Barcelona, Dubai, Mumbai, Shanghai and other major museums and institutions. Now he runs his creative practice Dazzle Studio and gift shop Dazzle Supply to push dazzle to the next level.

TOOLS & TACTICS

Perfecting your Job Search Tools (Post COVID-19)

11:00 AM PT / 2:00 PM ET / 3:00 PM AT

Close your eyes. Can you picture your dream job? This panel of design professionals will give you helpful insights and advice to help you land it.

Panelists Eleni Alpous, Manager, Design & Insights at Doblin, Toronto
Chris Govias, Chief of Design at The Canadian Digital Service, Ottawa
Berkeley Poole, Creative Director at Whitman Emorson, Toronto
Dave Watson, VP, Executive Creative Director of Design Mosaic North America, Toronto

TRANSPARENCY

Real Life 1010: The Missing Design Course

12:30 PM PT / 3:30 PM ET / 4:30 PM AT

So you went to school and are about to start your career... but what did you miss? Join our panelists as they offer strategies, tips and advice on the important challenges you'll face in the work world that you weren't taught in school. This from-the-hip discussion explains what really matters for success in your career.

Moderator Alison Garnett RGD, Creative Director & Founder of Field Trip & Co, Toronto

Panelists Jeff Close, Associate Partner at Pentagram, New York
Hans Thiessen RGD, Partner, Partner & Creative Director of Design at Rethink, Vancouver
Paul Twa Prov. RGD, Designer + Illustrator, Edmonton
Sara Wong Prov. RGD, Designer at The Office of Gilbert Li, Toronto

TRAJECTORY

Sponsored by: 

What Digital Designers Know

2:00 PM PT / 5:00 PM ET / 6:00 PM AT

Interested in a digitally-driven career? Senior professionals offer tips specific to their roles in user experience design, motion design and game design.

Presenters Jay Grandin, Partner & Creative Director at Giant Ant, Vancouver
Lin Oosterhoff Prov. RGD, Senior Designer at Critical Mass, Calgary
Ellen Tham, Manager, UX Design, at GALE Partners, Toronto

The day will be hosted by Jennifer Taback RGD, Partner at Design de Plume in Sudbury.

TRAILBLAZING

Re-imagining Better Tomorrows by Brian Collins

9:30 AM PT / 12:30 PM ET / 1:30 PM AT

Any future worth creating should seem ridiculous to achieve in present. In this closing keynote, Brian will discuss how he and his team have worked with some of the world's leading organizations - Spotify, Mailchimp, Twitch, The San Francisco Symphony and the Exploratorium —to make leaps into the future, not by “changing,” but by evolving from their center. At the heart of COLLINS' philosophy is the belief that problem-seeking is far better than problem-solving, and why the future only belongs to those who test the limits of their imaginations.

TOOLS & TACTICS

What Employers Will Be Looking For (Post COVID-19)

11:00 AM PT / 2:00 PM ET / 3:00 PM AT

How do you stand out in a crowded job market? What are the essential skills to make you a sought after commodity? Join us as our panel discusses the qualities and skills of the designer of the future, and learn how to make sure you are exactly what employers are looking for.

Panelists Julie Barge RGD, Manager of Visual Design at Canada Life, London, ON
Vanessa Eckstein RGD, Founder & Creative Director of Blok Design, Toronto
Geoff Lee, Director, Design and Brand at Bell Media Agency, Toronto
Nick Richards, Founder & Executive Creative Director of Will, Vancouver

TRANSPARENCY

Show Me the Money

12:30 PM PT / 3:30 PM ET / 4:30 PM AT

We're throwing out the who, what, when, where & why. Let's talk about the how. Like, how much? How much should you charge? How much should you ask for up front? How much can I expect to make as a junior designer? How much do you want to know these things?

Moderator Julian Brown RGD, Owner, Creative Director of ON THE CHASE! Motion Design (Toronto)
Panelists Tanya Duffy, Creative Director / Owner at The Details Design and Branding (Fredericton)
Jordan Jackson Prov. RGD, Designer at Puncture Design (Toronto)
Dzung Tran RGD, Designer + Branding Consultant (Toronto)

TRAJECTORY

Sponsored by: 

What Solo Designers Know

2:00 PM PT / 5:00 PM ET / 6:00 PM AT

Interested in working by yourself? Experienced solo designers offer tips specific to their roles as both freelancers, working for creative agencies, and as solopreneurs, working directly for clients.

Presenters David Nuff RGD, Freelance Designer, Toronto
Marta Ryczko, Freelance Designer, Toronto
Cai Sepulis RGD, Freelance Illustrator/designer/art director at Ballyhoo Media, Guelph
Carson Ting, Creative & Partner at Chairman Ting Industries, Vancouver

The day will be hosted by Greg Dubeau, Freelance Designer from Halifax.

Virtual Portfolio Reviews

Reviews will take place over April 28 to May 8.

Reviewers will be selected based on the areas of design that you are most interested, your location, your availability and other factors indicated on our review preferences form.

Reviewers

Chris Armstrong RGD, Director of Strategic Design at Operative Brand Consulting
Marina Beniaminov RGD, Creative Lead at TD
Mooren Bofill RGD, Executive Director, Design at john st.
Stefan Canuel RGD, Creative Senior Designer at National Gallery of Canada
Ross Chandler RGD, Owner / Creative Director at Becoming Design Office Ltd
Yen Chu RGD, Creative Director of Design at Rogers Sports & Media
Greg Dubeau RGD, Freelance Graphic Designer
Ali DuHart RGD, Senior Graphic Designer at Benefit Cosmetics
Vanessa Eckstein RGD, Founder / Creative Director at Blok Design
Anthony Furia RGD, Creative / Design Director at Furia
Raj Grainger RGD, Creative Director at r/grainger studio
Yurko Gutsulyak RGD, Designer, Art Director at Gutsulyak.Studio
Jaimie Hallarn RGD, Interactive Designer at Sephora Canada
Magued Hanna RGD, UX Design Consultant
Jowenne Herrera RGD, Senior Consultant at Government of Ontario
Sandy Kedey RGD, Professor/President at OCAD/SLK Communications
Irina Khvalova RGD, Principal at Colourphill
Gigi Lau RGD, Art Director at Harlequin
Emerald Lee RGD, Art Director at Gravity Inc.
Edmund Li RGD, Associate/Creative Director at Entro
Meg Lynch RGD, Design Director at Forge Media + Design
Hayley Malcho RGD, Design Director at No Fixed Address
Angelo Morano RGD, Graphic Designer at McCormick Canada
David Nuff RGD, Designer/Principal at Nuff
Andrew Perro RDG, Design Director at Craib Design & Communications
Carl Poirier RGD, Founder, President & Creative Director at Cayenne Creative
Linden Polos RGD, Art Director at AN Design Communications
Sarah Prouse RGD, VP, Creative Possibilities at Fusion Design Group
Barry Quinn RGD, Founder, Chief Creative at Quake
Andrea Rodriguez RGD, Digital Media Designer at City of Toronto
Kyle Schruder RGD, Director of Design at Coactuate
Mike Scott RGD, Designer
Victor Szeto RGD, Creative Director at Green Living Enterprises
Andrew Terwissen RGD, Creative Director at Epigram
Stüssy Tschudin RGD, Principal / Creative Director at Forge Media + Design
Michael J.Young RGD, Creative Director at Government of Ontario

Portfolio reviews offer the opportunity to get professional feedback on your work and advice on how to improve your portfolio and presentation skills.

Registration for one-day of programming includes one 1/2 hour virtual portfolio review. Sign up for an all-access pass consisting of all three days of programming, and you'll receive three 1/2 hour reviews.

Creative Directions on Slack

All event registrants will be invited to join a Slack Workspace to connect directly with other participants in the event, including speakers, panelists and portfolio reviewers.

Registrants will be added to channels specific to any and all panels and presentations that you are signed up to attend so that you can ask questions and receive resources related to the specific sessions.

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