

Michael Duncan McArthur

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Objective: To secure a full time position in the interactive marketing industry that relates to my vast experience as well as my everlasting desire to learn and work with art and computers.

Work Experience:

- 2009 - Present: **Creative Director @ Chiquea Multimedia Inc.**
Design / IA / Front-End Development / Music Composition / New Business
After two years of working on a freelance basis I decided to partner up and start my own interactive multimedia studio. This is my greatest learning experience of all as I have to wear many hats in order to grow the business. The idea behind Chiquea is to utilize agency contacts and receive outsourced work during a time of economic downturn. This enables us to hire many talented local freelancers who have been laid off from their full time jobs due to the recession. Clients include agencies such as Partners+Edell, Twist Image, Indusblue, Juniper Park and Youthography.
- 2007-2009: **Freelance Designer / Developer / Musician**
Design / IA / Front-End Development / Audio & Music Production
During this period I spent six months working in-house with Youthography, a youth marketing and research agency, where I took on the role of Interactive Developer. I also spent two months working in-house with interactive agency Indusblue as an Information Architect, Art Director and Front-End Developer. Clients during this period include Mattel, Fido, Durex, Ubisoft (Tom Clancy), York Region Transit and Sun Chips.
- 2007: **Designer @ Trapeze Media**
Design / IA / Front-End Development
I spent nine months at Trapeze Media and was heavily involved in the redesign and development of the new and upcoming websites for Sobeys and their Compliments line of products. I also designed creative for Jaguar, Pizza Hut as well as corporate branding for Trapeze themselves.
- 2005 - 2007: **Senior Designer @ Mindblossom Inc.**
Design / IA / Front-End Development / Music / Misc. Technical Support
While working at Mindblossom I grew my skill set exponentially. I learned an incredible amount of information about the interactive advertising industry from the perspective of a medium sized agency. My clients included industry leaders such as The Home Depot, Sirius Radio, Samsung, Yahoo, Bell, Volvo, Mitsubishi, MSN, and eBay.
- 1997 - 2004: **Freelance Designer / Developer**
Design / Front End Development / Project Management
Prior to my agency career I would take on smaller projects in my spare time in order to learn new technologies and improve my design and development skill sets. Past projects have included work for small to medium sized businesses, non-profit organizations, e-commerce websites, artists and models.

Technical Experience:

Software: **Art, Design & Video**
Adobe / Apple
When it comes to graphic design and image manipulation my first choice is the Adobe Creative Suite. I can create very effective and impactful designs using Photoshop and Fireworks as tools. I began working with the Macromedia software suite in 1997. I am very interested in visual art and can create many illustrations that can be manipulated in the above software. I am also capable of creating and manipulating video using software packages such as Premiere or Final Cut.

Development

XHTML / CSS / XML / JS / PHP / MySQL / OO Programming

I have been developing for the web since early 1997 and am originally self-taught. My primary focus these days is on XHTML/CSS/AJAX development, but I am still very versatile having been educated in back-end development with a focus on Java and other object orientated languages. I have no problem working around code that has been previously integrated with XHTML.

Audio & Music Production

Reason / Recycle / Ableton / Reaper / Logic / Hardware Machines

I have been producing my own music since 2003; though I have a musical background playing the guitar for 10 years prior to that. I have released music independently, on various record labels, as well as commercially. In the past I have created music for Mitsubishi, Sirius Radio, Yahoo, Samsung, the Canadian Franchise Directory, as well as eBay. This music was used for web sites, television and e-cards. I am currently represented by Vapor Music Group for commercial licensing.

General Office Skills

Word Processing / Spreadsheets / Databases / Presentations

I am fully capable of working with any office suite software package to create effective word processed documents, spreadsheets, databases and presentations. I am most experienced using Microsoft's Office and Open Office. I have excellent communications skills and am completely capable of writing detailed and accurate technical documents.

Hardware:

Systems Administration & Networking

Building / Upgrading / Testing / Wired / Wireless

I have always found it necessary to keep up with what is current in the Information Technology industry. I have vast knowledge of computer hardware (both Mac and PC) and am capable of building systems, upgrading, and testing for compatibility issues. I also have working knowledge of networking and can create or manage many different network topologies. In the past these networks were used for file, internet, print, and even hardware sharing; sometimes between Windows, Unix/Linux, and Apple systems.

Operating Systems:

OSX

10.0 - 10.6.x

I made the switch to Apple computers in 2005 and have not looked back since. It is my opinion that the quality of the hardware, software, and integration of the two is highly superior to other machines on the market. I consider myself to be knowledgeable and extremely capable of solving problems and completing administrative tasks on these systems.

Windows

3.11 / 95 / 98SE / NT / 2000 / XP

Having over a decade of experience using the Windows operating system, I am capable of tasks that any knowledgeable Windows user or administrator would be able to assist with.

Unix and Linux

Mandrake / RedHat / Debian / CentOS

I have been using Unix and it's different flavors since late 1997 when I started to take great interest in web hosting and running websites. I currently run CentOS on my dedicated server.

Education:

2005 - 2006:

Image Arts, New Media @ Ryerson University Toronto, Canada

While at Ryerson I made an effort to only enroll in classes that interested me personally and were relevant to where I want to take my computer and art talent in the future. I left the school of continuing education to concentrate on my full time career (at the time) with Mindblossom.

www.ryerson.ca

2002 – 2004:

Computer Programmer Analyst @ Humber College Toronto, Canada

While at Humber College I was educated in the different concepts and fundamentals of object orientated programming, mainly using Java. I also acquired technical expertise in the areas of telecommunications, project/systems analysis, management, development, networking, and technical business writing.

www.humber.ca

2001 – 2002:

Bachelor of Computer Science @ University of Wollongong Dubai, United Arab Emirates

I studied at UOW for period of two semesters. During my time there I was taught the basics of computer programming using basic, accounting, and advanced writing skills. I left the university in early 2002 to prepare for college and my move back to Canada after many years of living abroad.

www.uow.edu.au

1999 – 2001:

IGCSE @ Emirates International School Dubai, United Arab Emirates

The International General Certificate of Secondary Education is a balanced international curriculum designed to encourage high academic standards through a practical approach to teaching and learning. The examination is designed as a two-year curriculum program and leads to an internationally recognized qualification equivalent to the United Kingdom's GCSE and the International O Level.

www.eischool.com

About Me:

I have been living in and around Toronto since 2002. Prior to which I spent my teenage years in Dubai, United Arab Emirates. During that time I was fortunate enough to have been given the opportunity to travel to many different places and experience many different cultures and ways of being.

I have a passion for all forms of art and try my best to explore as many mediums as I possibly can, though I know my heart and talent belong in the digital realm.

When asked what my interests are I generally reply with, "Art, design, technology, philosophy, traveling, nature, culture, and science". There are a lot of things that interest and influence me on a day-to-day basis; it would be difficult to narrow it down any further than that.

When it comes to the work place I am very organized and always have the initiative to take ownership of projects. I am not afraid to ask questions nor am I afraid to try new things.

I was voted as one of Marketing Magazine Canada's top 25 creative professionals in 2009.

I believe a good developer should never say that they cannot do something. There is always a way to make something happen.

Art and information technology inspire me.