



Liam Nickerson — Interactive Art Director and Producer

Liam Nickerson is a resourceful interactive art director and producer who leverages practical know-how and strong storytelling skills to create unique work. He wants to love his job, work with nourishing people and ultimately do great work.

Employment

70 Main Street — Creative Designer **May 1998 — Present**

Art direct, conceptualise and produce prototypes for interactive and traditional media campaigns, with a strong emphasis on the digital aspect of the execution. Working directly with the Creative Director to hash out new ideas and activations. Illustration.

CBC — Producer, Creative Designer, CBCSports.ca **April 2008 — May 2011**

With a focus on design, user experience, and driving site traffic, works within Sports to conceive, prototype and execute online projects, with the intention of driving revenue to the site, growing the brand and serving the Canadian sports fan. Engages with the editorial and development teams to flush out daily and long-term production requirements and potential pitfalls using an agile and reactive approach to manage difficulty and extremely tight deadlines. Works with external sponsors to help realise their goals within the Sports umbrella.

Freelance — Designer/Art Director **January 2004 — Present**

Quality assurance and direction for graphic design work and implementation of visual systems for online prototypes. Has overseen various freelance designers and developers on web and print projects, ultimately handling creative decision-making on vision and focus. Creates work that follows a flexible process as well as being clean and professional in execution; a process which emphasizes quickly delivering dynamic, elegant products that specifically meet client needs. Work has included pro-bono for The Jane Goodall Institute, WWF-Canada, ACT, the Government of Tibet in Exile and Canadian Breast Cancer Foundation.

TSN, The Sports Network — Creative Designer, TSN.ca **September 2005 — March 2008**

Designed and/or art-directed, and implemented web properties and applications for TSN.ca and relaunched their website to acclaim in the process. Integrated all modes of design into a coherent vision for TSN Digital. Used new technologies to prototype and visually design robust web components, as well as improve user experience and launch sales and marketing initiatives.

Discovery Channel Canada Online — Multimedia Editor/Senior Graphic Designer **January 2000 — September 2005**

Designed, directed and implemented dozens of web sites and applications for Discovery Channel and CTV. Relaunched numerous large websites based on input from stakeholders: creative leads to business analysts. Helped print designers apply and expand their campaigns to the Internet. Created interactive exhibits for such organizations as Science North and the National Aviation Museum. Worked with sponsors to execute their campaigns under CTV brands.

Martinet Development Corp. — Designer
May 1998 — January 2000

Developed kiosk, web, and CD-ROM applications as well as GUIs for companies including Nortel and NCR, building wizard systems geared towards empowering end-users in banking, and day-to-day kiosk use. Implemented design systems for online retailers, integrating their storefronts into large, demographically-friendly, magazine-style kiosk interfaces.

Awards

Selected for Canada Innovates (2003)

Finalist – Canadian New Media Awards Designer of the Year (2002)

Nominated – Eppy Awards Best Special Feature in an Internet Service (2002)

Web50 - TSN.ca (with Kate Grzegorzcyk)

Web50 - liamnickerson.com

Technical Skills

Photoshop, Illustrator, Indesign, Dreamweaver, Mac/PC platform fluent, HTML, XHTML, CSS, Flash and AS2
Axure, Quark Xpress, Premiere, After Effects — amongst other illustration, print and web design software programs. Working knowledge of AS3, Javascript, ASP, PHP

Education

Seneca College, Design Arts — DEA, (graduated with honours), 1998

McGill University, B.A. in English Literature, 1994

Contact Information

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