

Joe Andrew McLean

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Saturday April 6th, 2022

To whom it may concern,

I was thrilled to see your recent job posting for a Junior Graphic Designer with Loblaw Companies Limited's Joe Fresh brand.

As a graduate from George Brown College's School of Design, I feel confident that I have the technical skills you are looking for, and have worked as a freelance graphic designer for a range of clients, as well as having over 20 years of experience working as a freelance illustrator and painter.

The opportunity to collaborate with your team on designs for your children's clothing lines is particularly exciting to me, as I am passionate about using artwork to create joyful and uplifting experiences for kids. Beyond my professional experience, I have run art classes for friends' children, nieces and nephews, and love tapping into my own playful spirit to bring their ideas and passions to life.

Along with my partner, I am also in the midst of co-producing a children's television show, leading the creative content, including graphic treatments, claymation, set design and puppeteering.

As demonstrated by the samples included in my portfolio I have a playful design approach, and I'm comfortable with working in a variety of aesthetics and design styles, which I feel would be an asset to your team as you work to bring designs to market that will spark joy and happiness for kids of all ages and interests.

Having worked as a freelancer for the past few years, I'm comfortable working independently, but I'm also excited by the prospect of joining a team, and gaining experience in your busy and vibrant work environment.

I'm just a short 5 minute walk away from your Atlantic Avenue offices, and familiar with your space having had the privilege of interning with the insert design firm name, located next to your office.

I would welcome the opportunity to set up a time to connect to share more about my experience and the energy I'd bring to working in this position.

All the best,

Joe (fresh with new ideas) McLean

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EXPERIENCE

COMPASSIONATE COMMUNITIES, Markham — Graphic Designer

JUNE 2018 - JULY 2019 DESIGN WORK-
created social website as well as
motion graphics for promotional and
informative videos; explaining taxonomy
and promoting CC's initiative.

GBC School of Design, Toronto — Tutor

OCTOBER 2017 - APRIL 2019

Helped students with Adobe programs,
general design knowledge and printing
(wide-format, matted tabloid and more).

EDUCATION

GBC School Of Design, 3 Lower Jarvis — Graphic Design

SEPTEMBER 2016 - APRIL 2019\

Graduated on the dean's list with
honours

President of the M.A.D. Music Art &
Design Club (2018-2019)

Co-Founder of The Salon Club (2018-
2019)

Le Nouveau TSC, Montréal — Improv, Acting, Teaching

JULY 2008 - AUGUST 2011

Learning to think on my feet, work with
a group and act quickly.

PROJECTS

The Cat in Space Show

Creating a children's show in my living
room with original puppets, music,
animation and fun!

'The Salon' — Co-Founder, Coordinator and M.C.

The Salon is a monthly design related
panel discussion, where professional
designers come to discuss what's
current in today's design world and to
cultivate the local design community.

SKILLS

Illustrator

Photoshop

InDesign

AfterEffects

Drawing/Illustration

Portrait Painting

Improvisation - Stage

Public Speaking

Copywriting

LANGUAGES

English

French

OTHER EXPERIENCE

CBC COMEDY SPECIAL

Formed a sketch comedy group that
was featured on a CBC television hour
long sketch comedy special.

TIFF

Acted in a short film that was featured
in the Canadian short series at TIFF

FREELANCE

Started a successful freelance business
which has continued to thrive during
the pandemic

SCHOOL OF DESIGN

Made the dean's list and graduated with
top marks from the school of design
at George Brown - as well as had my
thesis selected to represent the college
at the d&ad awards in London, UK which
I successfully attended

MOVIE SOUNDTRACK

Wrote and performed a recording that
was used in a film as the theme to the
opening credits