Cherelle Higgins

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PROFILE

An award-winning graphic design professional with 10+ years of extensive experience in web, print and video editing (both traditional and non-linear). Skilled at gathering client requirements and developing their brands across platforms and media. Trained by Human Factors International and passionate about creating usable, accessible interfaces for websites, kiosks and mobile applications. Able to thrive under intense pressure while handling multiple projects and deadlines. Able to create varied aesthetics, from baroque and lush to sleek and streamlined, depending on brand needs. Work has been profiled in Wallpaper, Chatelaine and Forbes.

PARTIAL CLIENT LIST

- Hermitage Museum
- Virtual Forbidden City
- Service Ontario
- L.A. County
- Trillium Health Care

- British Airways
- Air Canada
- Southwest Airlines
- Royal Bank of Canada
- CIBC

- Marriott Hotels
- Shoppers Drug Mart
- Mark's Work Wearhouse
- Irving Oil
- Government of Ontario

SELECTED ACCOMPLISHMENTS

@GOVERNMENT OF ONTARIO   2010 - CURRENT

MyOPS Refresh

Created the MyOPS Virtual Tour - which gave government employees a comprehensive introduction to the refreshed MyOPS site. This included tutorials created with Captivate and an interface in CSS and HTML . Also included a substantial Standards and Guidelines document.

@ IBM TORONTO INNOVATION CENTRE   1999 - 2009

Successfully transformed a wide variety of corporate clients' branding and business requirements into elegantly crafted visual solutions, applying user-centered design practices.

British Airways check-in kiosk

Art Director for international kiosk which enabled the customer to check in, select seats and print boarding passes. Average check-in time was reduced by 50%. All designs adhered strictly to existing corporate branding.
★**Winner:** Best specialized / public technology UK Usability Professionals' Association
★**Winner:** Nomensa Public Technology Award

The Forbidden City: Beyond Space and Time

Worked with a large international team to create the first three-dimensional online virtual museum and was a key design influence on the final look and feel. Designed several accurate period costumes for avatars.
★**Winner:** Forrester Groundswell Award

Hermitage Museum: Virtual Academy

Developed e-learning interfaces by applying user-centred practices while expanding on the existing Hermitage online-brand. Extensive style-guides were created to assure continuity of the established look and feel.
★**World's Best Online Museum** - National Geographic Traveler ★**Best Overall Internet Site** - the Russian Internet Academy ★**Best of the Web** - Forbes Magazine

Eternal Egypt: Egyptian Museum

Created High Definition animated videos to greet visitors to the newly renovated museum and sequences of small animations for hand-held wireless devices used by patrons.

L.A. County portal
This portal united the disparate and varied cities and regions in the largest county in the U S, streamlining access to regional government and services. Responsible for branding, including logo design.

Video for major food chain
Created a five-minute long animated video using images of fresh fruit with Adobe After Effects. The video emphasized the chain's reputation for fresh food and a dynamic environment. It was very well received and true to brand. Video was designed, storyboarded, edited and rendered in under 18 hours.

@ THE LEARNING EDGE   **1998 - 1999**
The Hockey Hall of Fame
Edited videos and created kiosk interfaces for large-scale interactive exhibit "The Global Game Encounter".

The Toronto Stock Exchange
Designed and programmed two interactive installations for the "Stock Market Place".

@ SHERIDAN COLLEGE   **1998 - 1999**
Instructor: Advanced Digital Special Effects
Set the original curriculum and delivered a second-year Media Arts course teaching the use of Adobe After-effects as video compositing and editing tool.

@ COMMUNIQUÉ   **1994 - 1996**
Video editor and multimedia programmer.

COMPUTER & INTERFACE DESIGN SKILLS
- Experienced creator of interfaces, creative briefs, style guides and print materials
- Comfortable in both Windows and Macintosh environments for web and print.
- Expert level knowledge of Adobe CS4 Production Suite + Captivate
- Non-linear editing with Final Cut Pro, After Effects and Premiere
- Flash animation, HTML and CSS skills + knowledge of the design needs associated with Websphere Portal

PROFESSIONAL ASSOCIATIONS
Raindance Canada.
Liaison of Independent Filmmakers of Toronto.

EDUCATION
Sheridan College   **1997**
Post Graduate Interactive Multimedia Program (Honours)

Sheridan College   **1994**
3 year Media Arts Program

PROFESSIONAL DEVELOPMENT
Human Factors International: trained in Effective Web and Application Design | **LIFT workshops:** Editing w/ Final Cut Pro, Film Marketing, Digital Film Making & Cinematography | **UofT:** Screenwriting Masterclass