



**Dwayne Grech** (Dwane East)  
Experiential Designer Director

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[www.deastside.com](http://www.deastside.com)

### Education

**Web Design Post Graduate Certificate**  
Sheridan College Oakville, Ontario  
September 2007 – April 2008

**Graphic Design Advanced Diploma**  
Seneca College Toronto, Ontario  
January 2002 – April 2004

### Work

**Associated Experiential Design Director**  
R&R Partners Las Vegas, Nevada  
June 2016 – Present

I manage a number of elaborate projects and responsibilities for the *Las Vegas Convention Center and Visitors Authority* from developing digital stories for VR, working with 3rd party vendors for social media content, leading the creative design of major travel/tourism websites to overseeing the strategy of public activation and guerrilla marketing.

As a thought leader, I need to present ideas that makes the best impact, capitalize on existing and upcoming technologies and challenge the client's comfort zone.

### Digital Art Director

**Critical Mass** Toronto, Ontario  
October 2013 – October 2015

Working with a design director and digital strategists, I lead a diverse team of designers and developers on the *Citi Bank Global* account for the Americas and Asian Pacific markets.

We worked on customer facing applications like the online banking website, mobile banking and *Apple Watch* apps.

Because of the international reach of the account, my team existed in a number of countries and time zones, which made prioritizing extremely important to not waste company time and client's money.

### Digital Art Director

**Momentum Advanced Solutions** Toronto, Ontario  
February 2011 – October 2013

Was the art director and design Lead for the *Chrysler Canada* account, focusing on *Dodge* and *Jeep* vehicles.

Responsibilities included website and online marketing design, as well as digital activations for the American and Canadian autoshows.

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I specialized in the design of interactive platforms that treated attendees to an enriched digital experience that also informed and motivated purchase of *Dodge* and *Jeep* vehicles.

**Course Instructor** (Contract)  
**Sheridan College** Oakville, Ontario  
January 2011 – April 2011

I was tasked to teach a pilot program to a class of 60 software development students in their senior year the fundamentals of UI design (User Interface).

The challenge was how to teach the psychology and aesthetics of user-centric design without appearing to be an art class. I had to tap into their analytical reasoning and empathy to find common ground with designers and artists, proving that developers too, can think and act creatively.

**Interactive Designer** (Freelance)  
**OneMethod** Toronto, Ontario  
January 2011 – April 2011

Collaborated with a number of talented designers and developers on the *Nokia* and the *Toronto Raptors* accounts.

My responsibilities varied from website and mobile interface design to video and motion graphic production.

**Interactive Designer** (Freelance)  
**The Marketing Store** Toronto, Ontario  
February 2010 – September 2010

Hired to help out on the *Nissan/Infiniti NA* account, I helped design branded marketing sites and maintain their customer facing dealer sites, as well as, pitch social media campaigns.

I contributed to the digital component on a full-service new business pitch for *Porsche Canada*, helping to secure the win for the agency.

**Flash Designer** (Freelance)  
**Young & Rubicam** Toronto, Ontario  
February 2009 – April 2009

Was hired to assist the *Ford Canada* account's "we don't need a bailout" initiative that saw the brand increase in market share globally through online marketing and social media campaigns.

I designed and developed a number online ads and microsite experiences for the English and French speaking markets in Canada.

**Junior Flash Designer**  
**Organic Online Media** Toronto, Ontario  
June 2008 – December 2008

First job out of my post-grad, I worked as a Junior Flash Designer on the *Bank of America*, *Nike NA* and the *Chrysler America* accounts.

Working with senior designers and art directors, I would execute their narrative ideas, honing my skills and learning how to tell a story in the digital space.