



Dwayne Grech (Dwane East)
Experiential Design Director

dwanye.east@gmail.com
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 many clients like the *Las Vegas Convention Center and Visitors Authority*, *Blockchains* and *NGA* to name a few, where I develop immersive experiences, lead the creative design of design and brand systems, explore new innovative platforms, while I create and maintain healthy relationships with outside vendors and other resources.

As a thought leader, I need to present ideas that makes the best impact, capitalize on existing and trending 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 autoshow.

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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.