

## Faisal M Sethi

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### SUMMARY OF QUALIFICATIONS

- Creative Director– 18+ years experience in design, art direction, UI/UX, game design, typography, copywriting, music, film, photography, animation, game design, environmental design, pre-press, HTML/CSS et al
- Brand development and management for small, medium, large businesses and start-ups
- Marketing– strategic outreach and positioning of products, services and brands through traditional and non-traditional media, social media, copywriting; academic reference to social science

### EXPERIENCE

<b>Creative Director + Founder</b> The Frosty Pop Corps August 2014 – Present	Key Responsibilities: • Creative direction, game design, branding, HTML/CSS, prototyping, UI/UX design, graphic design, Q+A, branding, copywriting, print collateral, public relations
<b>Creative Director</b> Playerize + SuperRewards Dec 2011 – August 2014	Key Responsibilities: • Creative direction, branding, graphic design, HTML/CSS, prototyping, UI/UX design, task management, Q+A, branding, copywriting, print collateral, pre-press
<b>Creative Director + Founder</b> Childhood Friends Sept 2012 – Present	Key Responsibilities: • Social game design, game mechanics, creative direction, UI/UX design, PR, player acquisition, social media, Facebook campaigns, project management, branding
<b>Creative Director + Founder</b> DoGood Headquarters Oct 2009 – Dec 2011	Key Responsibilities: • Product development, market positioning, creative direction, social media, press engagement, UI/UX design, client acquisition, team management, funding, proposals
<b>Art Director</b> Overlay.TV Dec 2007 – Oct 2009	Key Responsibilities: • Brand development, web design, marketing, copywriting, collateral, UI/UX design, product development, video production, team management, print collateral, pre-press
<b>Graphic Designer</b> Origin Studios Mar 2005 – Aug 2007	Key Responsibilities: • Environmental design, museum exhibit design, web design, UI/UX design, print design, branding, copywriting, team collaboration, pre-press
<b>Graphic Designer</b> Self-Employed Jan 1998 - Present	Key Responsibilities: • Brand development, web design, print design, client relations, client acquisition, pre-press, copywriting, UI/UX design, HTML/CSS
<b>Animator</b> NFB May 2003 – Sept 2004	Key Responsibilities: • Lead animator, team management, milestone scheduling, collaboration with Director and Producer, character design, background template design

### EDUCATION

**Carleton University**  
B.A. Sociology  
Sept 2003 – May 2005

**Art Institute of Seattle**  
A.A.A Computer Animation w/ honours  
Dec 1996 – Dec 1998

**University of Regina**  
Sociology  
Sept 1993 – Sept 1996

## **AWARDS & ACCOMPLISHMENTS**

- 2015 Featured Apple App Store *Best New Games*
- 2015 Featured Apple App Store *Best New Games* and *Recommended Apps and Games*
- 2011 Press Coverage on CBC, MSN, Yahoo!, NPR, CTV, The Canadian Press, Reuters, TechCrunch et al
- 2010 SXSW Double Web Award Nominee for Design and Technical Achievement
- 2010 OCRI Bootstrap Awards Winner (*Best New Micro Business, Pixie Dust, Best Guerrilla Marketing*)
- 2007 Award for Excellence in Museum Exhibition Design - *Afghanistan: A Glimpse of War*
- 2005 Premiere Montreal World Film Festival Premiere – *Me And The Mosque*
- 2003 Several Top 10 chart positions on U.S. college radio for independently produced album
- 1998 Bill Cummings Award for Excellence in Design