

STEPHANIE McLEAN

BILINGUAL DESIGN &
PRODUCTION PROFESSIONAL

416 708 5861
steph_mclean@rogers.com
229 Silver Birch Avenue
Toronto ON M4E 3L6

EDUCATION

BACHELOR OF FINE ARTS: MUSIC (MINOR IN THEATRE)

Concordia University
1990-1994

DESKTOP PUBLISHING / GRAPHIC DESIGN

George Brown College
(Continuing Education)
1999-2001

BUSINESS WRITING

George Brown College
(Continuing Education)
2002

DIGITAL PHOTOGRAPHY

George Brown College
(Continuing Education)
2007-2009

WORKSHOPS & COURSES

ACCESSIBILITY FOR DESIGN

Creating Accessible InDesign
Documents
Accessibility Services Canada
January 2020

ADVANCED ADOBE INDESIGN & PHOTOSHOP

Multiple courses & workshops
DPA Communications
2007-2014

SUPERVISORY WORKSHOP

Led by Carl Aspler, April-June 2019

TECHNICAL SKILLS

- Adobe Creative Suite
- (InDesign, Photoshop, Illustrator, Acrobat - high level of proficiency)
- Adobe Premiere (basic)
- Adobe After Effects (basic)
- iMovie (basic-intermediate)
- MS Office (Word, PowerPoint, Excel, MS Project)
- HTML (basic)
- Mac and Windows Platforms (Mac preferred)

EXPERIENCE

FULL-TIME ARTIST/PAINTER

www.StephanieMcLeanArt.ca | January 2021 - present

FREELANCE GRAPHIC DESIGNER/PRODUCTION ARTIST

Clients include Volunteer West Island (Montreal), Greenwin, Migraine Canada

VOLUNTEER BOARD MEMBER

Artists' Network | June 2022 - present

VOLUNTEER ART INSTRUCTOR

Learning Disabilities Association, Toronto District |
- Teaching my style of painting to recent Toronto immigrants

PART-TIME FRENCH-LANGUAGE TUTOR

For three Grade 8 students | July 2021 - May 2022

BILINGUAL PRODUCTION OFFICER

Ontario College of Teachers | February 2007-January 2021

Production / Inhouse Design

- Designing/laying out numerous resources, including professional advisories, registration guides, emails, online ads, logos—all in both official languages, under tight deadlines and in compliance with the *Accessibility for Ontarians with Disabilities Act*; producing visuals for display booths, iPad stands, sandboxes and other exhibit booth items; leading production for online annual reports (2012, 2015, and 2018); some video production and editing
- Art directing large-scale photo shoots, as well as covers of various resources
- (newer and older), for photos resulting from these photoshoots.
- Photographing visiting delegations and special events for magazine and social media
- Preparing and finalizing artwork for sheet-fed or web presses and for online posting; attending press approvals

Project Management

- Direct Mail (Print and Digital): Mailing to more than 235,000 members in English and French, each with four or five different streams
- Annual Member Fee and Notice of Suspension Mailing
- Request for Proposals (RFPs): for fleet of company-wide printers; for lettershop; for postage meter
- Annual Reports in English and French: microsites and printed booklets
- 20th Anniversary Open House Event in 2017
- Being liaison between inhouse translators and freelancers

Studio Management

- Budgeting print projects and photo shoots
- Supervising three full-time staff, multiple freelance designers and production artists
- Ensuring large production printers and other hardware are always operational and with ample consumables; maintaining studio budget (a subset of overall Communications budget)

LANGUAGES

English & French

spoken and written with
a high level of proficiency

AWARDS

Kenneth R. Wilson (KRW)

Memorial Award for Best Art

Direction on an Opening Spread or Feature

(in *Pour parler profession*
magazine), September 2008

HOBBIES

Swimming

Yoga

Pilates

Cycling

Hiking

ACCOUNT MANAGER/COORDINATOR

Arc Interactive | 2006-2007

(Interactive arm of Leo Burnett)

Client: Visa for Small Business

Preparing marketing materials, e-newsletters, assisting with photo
shoots, assisting with Visa for Small Business Conference at
the Metro Toronto Convention Centre in November 2006

SENIOR ACCOUNT SUPERVISOR

(promoted from Account Supervisor role)

Epicus Group Ltd. | 2005-2006

(Marketing Communications and Design Boutique)

Overseeing all aspects of agency

ACCOUNT SUPERVISOR

Epicus Group Ltd. | 2003-2005

Main client liaison, overseeing inhouse and freelance designers,
photographers and web developers; working with translation and print
vendors, coordinating photo shoots, preparing quotes

MEMBERSHIP SERVICES COORDINATOR

Association of Canadian Advertisers | 2002-2003

ACCOUNT COORDINATOR

Day Advertising | 2000-2002

MEMBERSHIP SERVICES COORDINATOR

Association of Canadian Advertisers | 1998-2000

CLIENT SERVICES ASSOCIATE

Royal Bank Visa | 1996-1998

JAZZ VOCALIST (MONTREAL AND TORONTO)

The Tone Poets | 1995-1998

Stephanie McLean Quartet | 1994

References available upon request.

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STEPHANIE McLEAN
design & production





1. Layout & Typesetting

4. Microsites

5. Social Media

8. Events

12. Tradeshows

13. Logos

14. Redesign

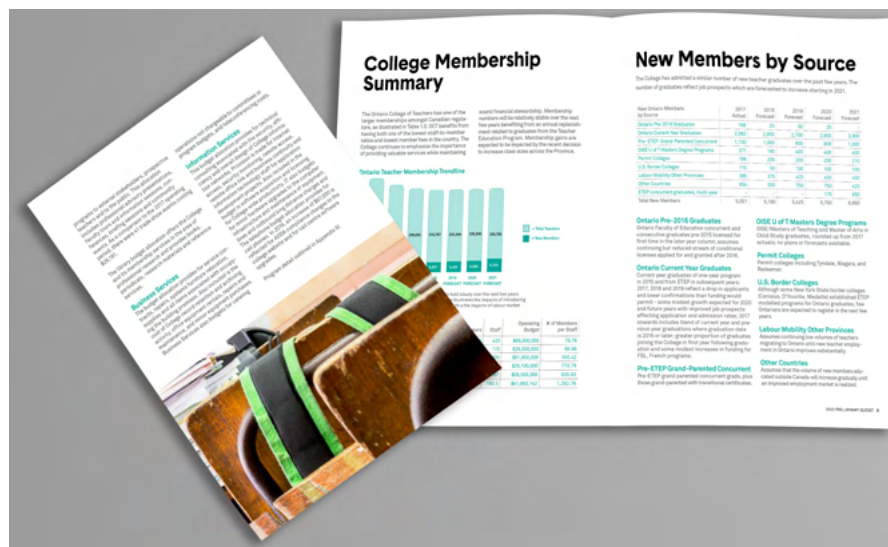
Layout & Typesetting

Three quarters of the projects I worked on at the OCT involved typesetting long text— either in a previously designed template or as a brand new document that I designed myself. Typesetting has become one of my favourite aspects of designing, and organizing text and images has become second nature to me.

The challenge: French translated text generally occupies about 30% more real estate on the page. The usual solution is to add pages, however I've found that smart tracking and slight margin and/or column adjustments can sometimes allow all the text to fit without appearing forced.



Annual Reports



Registration Guides



Ads

Apps Analysis

BY STEFAN DUBOWSKI

Thinkrolls: Kings & Queens

A royalty fun follow-up to the original Thinkrolls game, in this version players use logic, problem-solving and determination to get their characters rolling the right way through a fairy-tale landscape with dungeons, dragons and other eye-olds surprises. Move the obstacles to clear the path, learn physics principles as you go. The app includes one set of puzzles for children five to eight, and another set for eight and up — and they all tie in with subjects such as simple machines (introduced in Grade 2) and overall educational goals like analysis and perseverance.

DEVICE Apple, Android
SOURCE Apple App Store (\$5.49), Google Play (\$5.99)
RATING 4+, Everyone

Toca Lab: Elements

This app introduces elementary-grade scientists to all 118 elements on the periodic table, giving each substance its own personality to help highlight their properties. Players can try lab tools like the centrifuge and the Bunsen burner — and find out how the elements change when you separate them or heat them up. It's a fun stepping-stone to experimentation and understanding the periodic table, which students will encounter for real in Grade 9 chemistry. The developers note the depictions of the elements are just for fun, designed to help children engage with chemistry.

DEVICE Apple, Android
SOURCE Apple App Store (\$5.49), Google Play (\$5.49)
RATING 4+, Everyone

Forest: Stay focused

An app for middle and high school students who can't seem to put their phones down: you plant a seed, which grows into a beautiful tree. But it only works if you don't leave the app to check your texts, posts or emails, or to play games. Can't resist being distracted? Your tree withers, incentivizing you to keep your hands off your device and your mind focused on whatever task you may have at hand, be it homework or piano practice or even simply engaging in real life. It helps students practice self-regulation, a veritable root of the Ontario curriculum.

DEVICE Apple, Android
SOURCE Apple App Store (\$2.79), Google Play (free)
RATING 4+, Everyone

2020 College Conference

Keynote speakers



Senator Murray Sinclair
Former Chief Commissioner of the Truth and Reconciliation Commission



Blaise Aguirre, MD
Child and adolescent psychiatrist

Toronto Marriott Downtown Eaton Centre
June 2-3, 2020

For more information, visit oct.ca.
Early bird registration ends February 28, 2020.

English and French workshops focused on:

- professional regulation;
- protecting the public interest; and
- topics of interest to employers of Ontario Certified Teachers.

#OCTConf


Ontario College of Teachers | Setting the Standard for Great Teaching

December 2019 Professionally Speaking 17

↑
1/2-page ad

You are Entitled.

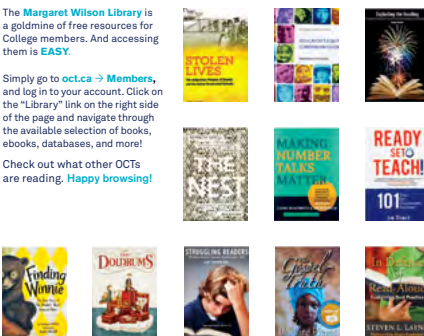
THERE ARE 1,000S OF TITLES AVAILABLE TO YOU FOR FREE... AT YOUR FINGERTIPS!



The **Margaret Wilson Library** is a goldmine of free resources for College members. And accessing them is **EASY**.

Simply go to oct.ca → **Members**, and log in to your account. Click on the "Library" link on the right side of the page and navigate through the available selection of books, ebooks, databases, and more!

Check out what other OCTs are reading. **Happy browsing!**



Ontario College of Teachers | Setting the Standard for Great Teaching

Invitation to apply



COLLEGE COUNCIL VACANCY: PRIVATE SCHOOL

College members who are employed by a private school are invited to apply to serve in this vacant Council position.

Serving on Council

Council governs the College. It is currently made up of 23 members of the College elected by their peers and 14 members of the public appointed by the provincial government. Council ensures that policies to regulate the teaching profession are established in accordance with the College's objects as set out in the *Ontario College of Teachers Act*.

Council members protect the public interest, serve their profession, grow as leaders, and develop skills in board governance.

How to apply

You may submit an expression of interest for this position if:

- you are a member in good standing with the College;
- you live in Ontario;
- you are employed by an Ontario private school that has submitted a current notice of intention under Section 16 of the *Education Act*;
- you are not on a leave of absence for any reason other than illness, compassion, family or parental; and
- you are available to participate in Council and committee meetings, held in Toronto, from the time of your appointment until June 30, 2021.*

If you meet the criteria and would like to serve on the Council of your professional governing body, please forward your cover letter and resume by email to Kim Bauer, Council and Committees Officer, at kbauer@oct.ca.

The deadline for receipt of applications is September 30, 2019.

The Governance Committee will review all applications, meet with short-listed candidates and recommend a nominee to Council.

If you are selected by Council to serve

Your employer's salary expenses will be reimbursed for temporary replacements for time that you are engaged in College business. You will be directly reimbursed for travel and accommodation costs associated with Council and committee business.

Please contact Kim Bauer toll-free in Ontario at 1-888-534-2222, ext. 614, for further information on the duties associated with Council service.

*Council recently completed a full review of its governance structure and made a number of recommendations to the Minister of Education. The effects and timing of any possible changes to the current Council and committee structure are unknown at this time; however, the changes could affect the duration of your term on Council.

Ontario College of Teachers | Setting the Standard for Great Teaching

Microsite

Production: Using the 2017 annual report microsite as a template, I selected the theme colour and the images, and—after receiving approval for the selection—sized and optimized them for this responsive website. I instructed the web programmers on which colours and fonts to use, and provided them with the French creative assets (logo, navigation menu names, etc.). In addition to this, I facilitated and art directed the videos of both the Chair and the Registrar on their respective pages.

Art direction: All images (with the exception of some incidental images) are results of the four in-school photo shoots I coordinated and art directed in 2018.

<https://reports2018.oct.ca/en>

<https://reports2018.oct.ca/fr>



Social Media

A 2017 **social media campaign** (#just1word) aimed at increasing public awareness of the Ontario College of Teachers asked viewers to reply, using one word to describe their favourite teacher.

Creative collaboration: Came up with the concept of the campaign with our working group and we decided on the photography selection. I did the design and the production work (the different versions of the ad).

The challenges: 1 - Facebook deems ads with less than 20% text perform better, and therefore restricted ads to a maximum of 20% text. Constant text revisions were required in order to ensure we could include type on top of the images in these ads. 2 - Achieving a significant contrast between background image and type was another challenge, as we wanted to optimize the text's legibility.



The words used to describe users' favourite teachers during the #just1word social media campaign (which aims to help celebrate World Teachers' Day on October 5) can be seen in the word clouds on the OCT's **website** and in the creative on this page.

French media release

The English and French campaign lasted one week and garnered significant engagement on all channels. It also **increased social media followers by 75%** on all channels combined.



The 2018 Election

The OCT's election turnout has never been very high. Our workgroup decided to run some social media posts to attract new and returning voters in 2018.

Design and production: My colleague and I came up with the design. I did the production and project management on this campaign (different colours, French ads, interaction with the translation team, the internal client, etc.).

#OCTelection2018
#oeeoElection2018



This large 56" x 48" sign was on display in glassed-in display in front of school.

Events

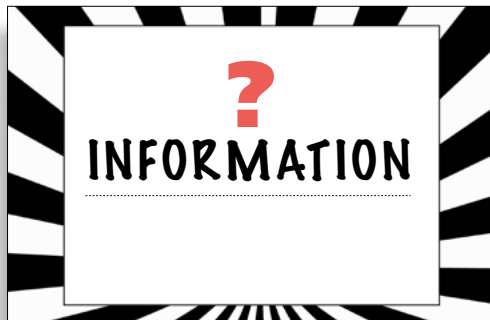
Design and Production: Given free reign by the Balmy Beach Community School's Fall Fair working group, I came up with the concept for their 56x48-inch Fall Fair sign (right), the poster (below), all signs, ads and banners.



Large sign placed in schoolyard and in school

Production: To display the 17x11" activity signs outdoors near each activity, we adhered two identical heavy-stock signs back-to-back and inserted eight-foot bamboo sticks between them. We drilled holes in the tops of pumpkins, inserted the bamboo sticks... and voilà! Instant outdoor signs with a "fall" feel.

17"x 11" activity signs



Email (PDF)



Tent card



Support our Teacher Scholarship Program!

Ontario College of Teachers
Annual Charity Golf Tournament

REGISTER NOW
oct.ca/golf

DATE: Tuesday, July 7, 2015
LOCATION: Station Creek Golf Club, North Course
12657 Woodbine Ave., Gormley, ON L0H 1G0
FEE: \$150 (includes green fees, cart, breakfast,
reception and lunch)

An official tax receipt will be issued on a portion of the fee.

For more information, contact Paul Di Ianni at golf@oct.ca
or call 416-961-8800, ext. 625.



Ontario
College of
Teachers

Setting the Standard
for Great Teaching



Signs (inside clubhouse)



Designed a timeline that occupied an entire wall on the 15th floor of the building, in celebration of the OCT's 20th anniversary. Timeline shows organization's milestones and major accomplishments.



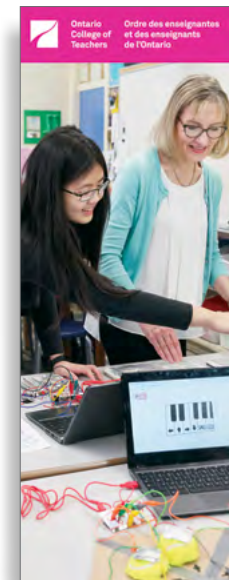
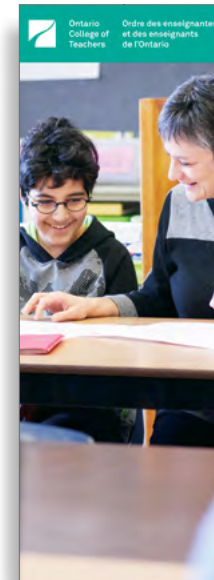
Tradeshows

Design and Production: Came up with the concepts for the backlit display and the roll-up banners, liaised with both production houses to have these produced. These all met with internal client's approval (and happiness).

20x10-foot backlit display



Roll-up banners: photo below and artwork below, right



Logos

Design and Production: Came up with the concepts and the guidelines for these logos.

The LEAD logo was developed for the OCT's leadership team. The arrows pointing up and to the right from the "L" imply continuous growth and evolution.



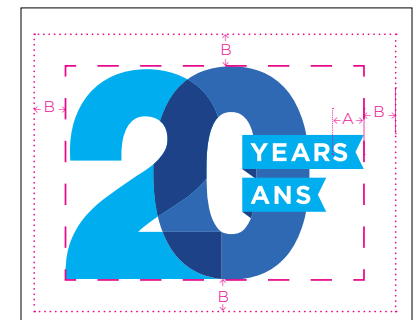
Leadership Excellence and Development



Bilingual (colour)

Bilingual greyscale

Branding standards



Redesign

The OCT's old membership card used the organization's old font (Akzidenz Grotesk), along with its old brand colour (100% Cyan). The new card uses the organization's new font (Basetica) in its heaviest weight (Black), set against one of the OCT's new colours.

New membership card



Production: Publishers of the *Little Miss* and *Little Mr.* books authorized the College to redesign these book covers for the purpose of promoting the organization. I did this using our standard font (at the time), along with different colours for the background. The only available original artwork was in PDF format. I therefore did the re-work of the English and French book covers in Adobe Acrobat.

