

## Curriculum Vitae

**Chris Picheca**  
Creative Director

215 - 1530 Weston Rd.  
Toronto, ON, Canada  
M9N 1T2

Home: 1 (416) 855 9340  
Mobile: 1 (647) 203 0311

Email: [chris@chrispicheca.ca](mailto:chris@chrispicheca.ca)  
URL: [www.chrispicheca.ca](http://www.chrispicheca.ca)

## Biography

Chris Picheca is a Canadian Creative Director and Programmer with a background in music. Hailing from Edmonton, Alberta, he has since lived in Montreal, Calgary, Vancouver, briefly in Newport Beach, and currently resides in Toronto.

Chris has had the privilege to work with such companies as FCB, Critical Mass, Grip Limited, EA Games, and The Vacuum to conceptualize, design and develop creative for such accounts as: Acura, Air Canada, Aeroplan, AOL, AT&T, Athletes World, CIBC, Coca-Cola, Dell, ESPN, Fox, FritoLay, Glad, Harry Rosen, Honda, Labatt, LG, Mazda, MGM, Paramount Classics, Pepsi, Reno Depot, Samuel Adams, Sony Pictures, Toyota, Vaseline and others.

Chris' work has been recognized in the online and advertising communities and he has been interviewed at both [Ventilate.ca](http://Ventilate.ca) and [DigitalAbstracts.com](http://DigitalAbstracts.com). Chris has been invited to partake in such projects as The Magnify Project and The Design For Freedom Project. Among other accolades, Chris' work has received Step & Design's Best in Advertising for Nestea Cool (produced with Juxt Interactive), Communication Arts Site of the Week for Freebord (produced with The Vacuum), and an FWA for Acura's RDX microsite (produced with Grip Limited). He was also an official judge at the 2004 Flash In The Can awards.

Outside of his professional work, Chris is a classically trained musician, able to play 14 instruments and has traveled globally, won local and provincial awards, and recorded for companies such as Campbell's.

## Work Experience

### **Freelance/Contractual Work, Worldwide, ('08 - Present)**

*Freelance Creative Director / Art Director / Flash Developer*  
Clients: Best Buy, Fox, Harry Rosen, Vaseline, Honda, Nike  
Coca-Cola, Dairy Farmers of Canada, BMW, among others.

### **Amen Creation, Toronto ('07 - '08)**

*Interactive Creative Director*  
Clients: Sleeman, Lise Watier Cosmetics, Best Buy

### **John Xydous, Director - Interactive**

Amen Creation, 400 Boulevard de Maisonneuve Ouest  
(514) 847-0000 x238

### **Grip Limited, Toronto ('06 - '07)**

*Senior Art Director*  
Clients: Acura, FritoLay, Honda, Labatt, Lululemon

### **Stephen Bennett, Associate Partner - Creative**

Grip Limited, 179 John St.  
(416) 340-1111

### **Switch Interactive, Vancouver ('05- '06)**

*Senior Art Director*  
Clients: Lionsgate Films, Microsoft, Propaganda Games

### **Catherine Winckler, Creative Director**

Switch Interactive, 128 West 8th Ave.  
(604) 669-2296

### **Electronic Arts, Burnaby ('05)**

*Associate Interface Designer*  
Games: Fight Night Round 3, NBA Street, Tiger Woods 2006

### **Robin Young, Development Director**

Electronic Arts, 4430 Sanderson Way  
(604) 456-3600

### **The Vacuum, Vancouver ('04)**

*Defence*  
Clients: AOL, ESPN, Freebord, Glad, Pepsi

### **Nate Smith, Creative Director**

The Vacuum, 911 Josephine St.  
(250) 352-7855

### **Critical Mass, Calgary ('04)**

*Design Internship*  
Clients: AT&T, Dell

### **Jason Delichte, VP, Creative Director**

Critical Mass, 402 - 11 Ave. SE  
(403) 262-3006

### **Three.oh, Stockholm/London/NYC ('02 - '04)**

*Contributor*

### **James Widegren, CCO**

[jw@idiocase.com](mailto:jw@idiocase.com)

### **FCBi Worldwide, Montreal ('01 - '02)**

*Senior Interactive Designer*  
Clients: Air Canada, Aeroplan, Canadian Liberal Party,  
CIBC, Cogeco Cable

### **Heather Parnell, Creative Director**

FCB Direct Worldwide, 105 Rene-Levesque, B 3650  
(514) 938-4141

**Education**

**University of Toronto ('08 - Present)**  
*Specialist: Behaviour, Genetics & Neurobiology*  
*Major: Health Sciences (Neuroscience)*

**University of Toronto**  
 (905) 828-5399

**MacEwan College, Edmonton ('02 - '04)**  
*Digital Arts & Media (Design Studies)*

**Grant MacEwan College**  
 (780) 497-5040

**University of Alberta, Edmonton ('98 - '00)**  
*2 years - General Science*

**University of Alberta**  
 (780) 492-3111

**Recognition**

**FWA Site of the Day - Want2bSquare**  
 2007

**Featured Artist - Audikt**  
 2004

**FWA Site of the Day - Acura RDX Microsite**  
 2006

**Official Judge - Flash in the Can Festival Awards**  
 2004

**ITA Award - Acura RDX Microsite**  
 2006

**Feature & Interview - Ventilate**  
 2003

**FCUKSTAR Award - Acura RDX Microsite**  
 2006

**Invited Artist - Design for Freedom Project**  
 2003

**FWA Site of the Day - Acura MDX Microsite**  
 2006

**Invited Artist - The Magnify Project**  
 2003

**Lotus Award Merit, Self Promotion - Switch Moving Game**  
 2006

**Grenier aux Nouvelles - Bronze, Humanitarian Cause**  
 2002

**Step & Design Best of Advertising, Design - Nestea Cool**  
 2005

**Feature & Interview - Poieo.com**  
 2001

**Macromedia Site of the Day - Freebord**  
 2005

**Communication Arts Site of the Week - Freebord**  
 2005

**Languages**

English: Fluent  
 French: Working Knowledge