

GREG FISHER

Digital Media Specialist
Curriculum Vitae

Mobile: +1 902 430 7334
Fax: +1 902 435 9162
Email: greg@atlanticstudio.ca
Website: www.gregfisher.ca
Skype: atlantic-studio

Objective: To craft powerful and memorable lead-generating, deal-closing digital experiences. To further position Atlantic Studio and its partnering services as the leading high-end, niche interactive design services.

Profile: A Canadian from Halifax, Nova Scotia, Canada, Greg Fisher is an award-winning expert in a wide range of services including brand design / deployment, 3D rendering, interactive / web design, planning & interpretive design, integrated marketing & communication campaigns, video production, and photography. Greg is the principle consultant for Atlantic Studio, a Halifax-based interactive design studio with a special interest in real estate, law, travel and tourism marketing.

After graduating from McKenzie College in 2000, Greg was quickly promoted to Production Director at Form:Media leading countless real estate marketing projects throughout North America. For 5 years, Greg broadened his experience in the highly competitive Dubai, UAE property market as the Media Manager for Shaikh Holdings, a private holding company specializing in development, marketing and sales of exclusive properties worldwide. Recently, Greg has been appointed as Creative Director of Geeks Chicago, and Digital Media Architect of The OGM to masterplan, craft and shape both corporate brands, and oversee their respective agency division's creative digital marketing departments.

Employment History Aug '09 to Present

Director - Atlantic Studio

Halifax, Nova Scotia, Canada

Oversees the coordination, planning & organization of Atlantic Studio. Ensures a consistent creative and strategic delivery of the Atlantic Studio brand and image. Performs primary sales, PR, social media management, search engine optimization and creative/production.

Jul '12 to Present

Digital Media Architect - The OGM

Calgary, Alberta, Canada

Spearheaded and overseen the re-brand and revised identity and design of The OGM, is the Chief Information Architect and UI Designer for The OGM website and social identity. Manages a team of IT professionals and developers to construct, maintain and expand TheOGM.com. Works with a team of SEO and SMO specialists to implement the on and off site marketing strategy.

Sep '13 to Present

Creative Director - Geeks Chicago

Chicago, Illinois, United States

Masterplans the core strategic wireframing and UI/UX design deliverables for all major corporate and enterprise-level projects. Researches and implements traditional and fringe-level technological design trends.

Apr '04 to Aug '09

Media Manager - Shaikh Holdings

Dubai, United Arab Emirates

Responsible for both short and long term creative strategy planning of the company, overseen a team of IT professionals, copywriters and graphic designers; assigned projects to staff and verified company deadlines were being met.

Jul '01 to Apr '04

Production Director - Form:Media

Dartmouth, Nova Scotia, Canada

Managed staff and systems of production departments; overseen information and cost management; set and ensured each facet of several project's timelines and deadlines.

- Experience:** Web Design (continued):
- 2014 **The Maritime Explorer** - Halifax, Nova Scotia, Canada
WordPress augmented and custom designed personal travel blog and photo journal for the global adventures of Dale Dunlop, The Maritime Explorer.
www.themaritimeexplorer.ca
 - 2013 **Kent Fields Estates** - Kentville, Nova Scotia, Canada
Real estate listing website and company portal.
www.kentfields.ca
 - 2013 **Spring Garden Place** - Halifax, Nova Scotia, Canada
Mall directory and information portal for Halifax's boutique shopping center. HTML5 with responsive mobile support.
www.springgardenplace.ca
 - 2013 **Tina Olivero** - Holyrood, Newfoundland, Canada
WordPress based profile for transformational and personal coach, Tina Olivero.
www.transformwithtina.com
 - 2013 **CompuSite** - Pittsburgh, Pennsylvania, USA
WordPress supported sales website for Pittsburgh's largest provider of access flooring systems and architectural products.
www.compu-site.com
 - 2013 **TW Fitness** - St. John's, Newfoundland, Canada
WordPress supported sales website for personal fitness instructor, Tonya Whittle.
www.twfitness.ca
 - 2013 **The Abigail Apartments** - Halifax, Nova Scotia, Canada
Residential multi-unit sales and information portal .
www.atlanticstudio.ca/archives/theabigailapartments.ca/ (archived)*
 - 2013 **China Rose Restaurant** - Calgary, Alberta, Canada
Real-time online menu and ordering/takeout system website.
www.chinarose.ca
 - 2012 **Driscoll Financial** - Pittsburgh, Pennsylvania, USA
HTML/JQuery driven lead generation site for the Pennsylvania based financial advisory consultation and advisory service.
www.driscollfinancial.com
 - 2011 **The Homestead Group** - Chicago, Illinois, USA
Property inventory listings, informational system and lead generation website for Chicago's largest landlord.
www.thehomesteadgroup.com
 - 2011 **Great Earth Expeditions** - Halifax, Nova Scotia, Canada
Online lead generation website for Nova Scotia's leading provider of scenic walking and adventure tours. Recently upgraded with responsive mobile support.
www.greatearthe Expeditions.com
 - 2011 **Koiji Restolounge** - Calgary, Alberta, Canada
Web based profile, and menu portal for the Calgary-based Japanese lounge.
www.atlanticstudio.ca/archives/koijilounge.com (archived)*
 - 2011 **Misha Cirkunov** - Toronto, Ontario, Canada
Profile website for the up and coming MMA star.
www.mishacirkunov.com
 - 2010 **Ticket Chest** - Annapolis Royal, NS, Canada
Live real-time ticket broker and centralized sales portal for sporting, concerts, theater and events in cities across the United States.
www.ticketchest.com
 - 2010 **On The Fly Aviation** - Bermuda
A visually engaging online experience to promote Bermuda's premiere aviation tour specialists.
www.atlanticstudio.ca/archives/ontheflyaviation.com (archived)*

*Archived variations of these website are provided where there has been a fundamental change in the original online content or design after handover.

- 2010 **Syndicate Transport** - Calgary, Alberta, Canada
Calgary-based trans-continental shipping and transportation company lead generation website.
www.atlanticstudio.ca/archives/syndicatetransport.com (archived)*
- 2010 **Phoenix Sky Designs** - Toronto, Ontario, Canada
Online showcase of the Toronto based art company. An advanced hybrid HTML/Flash website.
www.phoenixskydesigns.com
- 2010 **Fitness Group Canada** - Calgary, Alberta, Canada
Calgary based fitness center informational and lead generation website.
www.fitnessgroupcanada.com
- 2010 **Seen My Ad** - Calgary, Alberta, Canada
Web design and branding overhaul of existing online content.
www.atlanticstudio.ca/archives/seenmyad.com (archived)*
- 2010 **Annapolis Royal Golf Club** - Annapolis Royal, NS, Canada
Club event notification and information website.
www.atlanticstudio.ca/archives/annapolisroyalgolf.com (archived)*
- 2009 **Shaikh Holdings** - Dubai, UAE
Dubai-based developer website. Flash & ASP integrated.
www.shaikh-holdings.com
- 2009 **Sanctuary Falls** - Dubai, UAE
Dubai-based development informational and promotion website. Award-winning example of a hybrid HTML/Flash website with ASP integration technology.
www.atlanticstudio.ca/archives/sanctuaryfalls.com (archived)*
- 2009 **Montreal Apartement** - Montreal, Quebec, Canada
Highly successfully single-page, bilingual, lead capturing website.
www.atlanticstudio.ca/archives/montrealappartement.com/
- 2009 **IntraNext Consulting** - Halifax, Nova Scotia, Canada
IT solutions company based in Halifax. Client content management system.
inext.ca
- 2008 **The Executive Towers** - Dubai, UAE
First phase portal of Dubai's Business Bay development. Pioneering use of Flash, 3D and ASP.
www.atlanticstudio.ca/archives/theexecutivetowers.com (archived)*
- 2008 **0 to 60** - Dubai, UAE
Dubai's first automated, online luxury car rental service. Flash / ASP integrated.
www.atlanticstudio.ca/archives/0to60.ae (archived)*
- 2007 **Palm Sales** - Dubai, UAE
Sales portal for Nakheel's exclusive North American agent. Number one Google return for The Palm & World Island information.
- 2007 **Dubai Property Auctions** - Dubai, UAE
Award-winning Dubai based property auction portal. Heavy focus on Flash/ASP.
atlanticstudio.ca/archives/dubaipropertyauctions.com/ (archived)*
- 2003 **Nancy Regan** - Halifax, Nova Scotia, Canada
Career portal for the Canadian broadcast and communications icon.
nancyregan.ca

*Archived variations of these website are provided where there has been a fundamental change in the original online content or design after handover.

Professional Experience: Branding:	2015	Carbon Black Properties Logo Design	- Dubai, UAE
	2014	Sterling Aviation Resources Logo Design	- Vancouver, British Columbia, Canada
	2014	Burj Technologies LLC Brand, Logo Design	- Dubai, UAE
	2014	Riverland Apartments Brand, Logo Design	- Chicago, Illinois, USA
	2013	The OGM Brand, Logo & Usage Guidelines	- Calgary, Alberta, Canada
	2013	Hybrid Developments Logo Developer Logo	- Calgary, Alberta, Canada
	2013	Kent Field Estates Brand, Logo Design	- Kentville, Nova Scotia, Canada
	2013	TW Fitness Brand, Logo Design	- St. John's, Newfoundland, Canada
	2013	The Maritime Explorer Brand, Logo Design	- Halifax, Nova Scotia, Canada
	2013	Stampede Roofing Ltd. Logo Design	- Calgary, Alberta, Canada
	2013	Jumpstart Fitness Logo Design	- Halifax, Nova Scotia, Canada
	2012	The Abigail Apartments Brand, Logo Design Concepts	- Halifax, Nova Scotia, Canada
	2012	Willow Heights Logo Design	- Halifax, Nova Scotia, Canada
	2012	Driscoll Financial Brand, Logo Design	- Pittsburgh, Illinois, USA
	2012	ETH Contracting Logo Design	- Halifax, Nova Scotia, Canada
	2011	Avia Russia Brand, Logo Design	- Moscow, Russian Federation
	2011	Rental Homes Canada Brand, Logo Design	- Montreal, Quebec, Canada
	2011	WCCL Contractors Ltd. Logo Design	- Halifax, Nova Scotia, Canada
	2011	Myrmidon Fight Wear Logo Design	- Winnipeg, Manitoba, Canada
	2011	PlanBandits.com Brand, Logo Design	- Vancouver, British Columbia, Canada
	2011	GPS Tech Canada Brand, Logo Design	- Mississauga, Ontario, Canada
	2010	Middle East Gate Exhibition LLC Brand, Logo Design	- Dubai, UAE
	2010	Annapolis Royal Golf & Country Club Logo Design	- Annapolis Royal, NS, Canada
	2010	The Kimace Group Logo Design	- Dubai, UAE
	2010	Lakeside Tree Service Logo Design	- Dubai, UAE
	2010	The City Living Logo Design	- Montreal, Quebec, Canada
	2010	The Emaan Network Logo Design	- Dubai, UAE
	2010	Phoenix Sky Designs Brand, Logo Design	- Scarborough, Ontario, Canada
	2009	Flight Simulator Engineer & Technician Association Logo Design	- Dubai, UAE
	2009	NextStays Entertainment Inc. Brand Logo Design	- Dubai, UAE
	2008	The Property Lounge Brand, Logo Design	- Dubai, UAE
	2006	The Executive Towers Development Logo	- Dubai, UAE
2005	Shaikh Holdings Brand, Logo & Usage Guidelines	- Dubai, UAE	
2005	Dubai Property Auctions Brand, Logo Design	- Dubai, UAE	
2004	Palm Sales Brand, Logo Design	- Dubai, UAE	

Professional Experience: 3D Rendering:	2015	The Alexander	- British Columbia, Canada
		Photo Realistic Commercial Highrise and Retail Level Renderings	
	2014	Nelson's Landing	- British Columbia, Canada
		Photo Realistic Front and Rear Development Exterior Renderings	
	2013	The Abigail Apartments	- Bedford, Nova Scotia, Canada
		Photo Realistic Exterior & Interior Renderings	
	2012	Joseph Howe Building	- Halifax, Nova Scotia, Canada
		Photo Realistic Exterior & Interior Rendering	
	2011	The Plaza	- Fredericton, New Brunswick, CA
		3D Interior Rendering of Fitness Area and Several Living Spaces.	
	2009	Sanctuary Falls	- Dubai, UAE
		12 Interior Design Packages Renderings	
	2008	Sanctuary Falls	- Dubai, UAE
	Custom Crystal Etched Award for Cityscape Golf Tournament		
2006	Dubai Property Auctions	- Dubai, UAE	
	3D Logo Treatment		
2004	Atlantis Marketing	- Dubai, UAE	
	3D Water Home Walk-through Video		
2002	Halifax Waterfront	- Halifax, Nova Scotia, Canada	
	City / Harbour Model		
Professional Experience: Multimedia:	2013	Universal Properties	- Halifax, Nova Scotia, Canada
		YHF Airport Digital Ad Placement	
	2012	Spring Garden Place Mall	- Halifax, Nova Scotia, Canada
		YHF Airport Digital Ad Placement	
	2009	Sanctuary Falls	- Dubai, UAE
		DXB Airport Kiosk Community Interactive Walk-through & Voiceover	
	2006	Atlantis Marketing	- Dubai, UAE
		Interactive, Off-Plan, Dubai Property Locator	
	2003	Mount Saint Vincent University	- Halifax, Nova Scotia, Canada
		Halifax Cable Channel 33 Interface	
	2003	Fortune Head Ecological Reserve	- Fortune Head, NL, Canada
		Interpretive Multimedia Kiosk	
	2002	PEI Island Architecture	- Prince Edward Island, Canada
	Informational Kiosk		
2002	Bell Bay Golf Club	- Halifax, Nova Scotia, Canada	
	Corporate ID Rom		
2001	WHW Architects	- Halifax, Nova Scotia, Canada	
	Corporate ID Rom		
2001	Form:Media	- Halifax, Nova Scotia, Canada	
	Corporate ID Rom		
Professional Experience: Graphic Design:	2013	The OGM	- Calgary, Alberta, Canada
		First re-branded issue cover design	
	2013	Joseph Howe Building	- Halifax, Nova Scotia, Canada
		Building-mounted unit availability signage	
	2012	Tiller Engineering	St. John's, Newfoundland, Canada
		Online digital advertisements	
	2010	Maverick Communications	- Halifax, Nova Scotia, Canada
		Updated image treatment, brochure, presentation and website design	
	2010	Middle East Gate	- Dubai, UAE
		Integrated marketing & communication campaign	
	2009	Shaikh Holdings	- Dubai, UAE
		Corporate branding and identity, project imaging, publication, website design, market teaser campaign.	
	2009	Sanctuary Falls	- Dubai, UAE
	Award-winning integrated marketing & communication campaign		
2009	Flight Simulator Engineer & Technician Association	- Dubai, UAE	
	Integrated marketing & communication campaign		
2008	The Property Lounge	- Dubai, UAE	
	Integrated marketing & communication campaign & strategy		
2003	Mount Saint Vincent University	- Halifax, Nova Scotia, Canada	
	Dept. of Education, concept & design for recruitment banners		

Professional Experience:	Interpretive:	2015	Nelson's Landing	- Vancouver, BC, Canada
			3D bird's eye view of a signature unit's main floor and deck area.	
		2014	Lord Nelson Hotel	- Halifax, NS, Canada
			3D bird's eye view of extended stay suite.	
		2014	Universal Properties	- Halifax, NS, Canada
			Complete floor plan rendered for full 85 unit residential inventory	
		2013	The Abigail Apartments	- Bedford, NS, Canada
			Complete 19 unit floor plan set	
		2012	Brighton House	- Charlottetown, PEI, Canada
			Building amenities and services floor plan	
		2012	Spring Garden Place	- Halifax, NS, Canada
			Sales focused commercial & retail floor plans	
		2009	Sanctuary Falls	- Dubai, UAE
			Custom hand-sketched treatment to 35 unique villa floor plans	
		2009	Sanctuary Falls	- Dubai, UAE
			Unit & plot specific Villa Analysis Sheets showcasing architectural perspective, unit positioning, plot location and description	
		2005	Palm Sales	- Dubai, UAE
			Palm Jumeirah signature villa & garden home master layout plan	
		2005	Palm Sales	- Dubai, UAE
		Interactive Palm Jebel Ali water homes master plan		
	2004	Shubenacadie Canal Commission	- Halifax, Nova Scotia, Canada	
		Signage and wayfinding system		
	2004	Waterfront Development Corporation Ltd.	- Halifax, NS, Canada	
		Waterfront Greenway multi-purpose Trail & Harbourwalk Signage		
	2003	Bell Bay Golf Club	- Baddeck, Nova Scotia, Canada	
		Course hole-by-hole navigator & illustration of fairways and greens		
	2003	Island Sunset Resort	- Halifax, Nova Scotia, Canada	
		Wayfinding and signage concepts		
	2003	Cabot Park Beach & Golf Resort	- Malpeque, PEI, Canada	
		Resort Development Plan		
	2002	Silver Fox Golf Club & Campground	- Halifax, Nova Scotia, Canada	
		Conceptual Master Plan		
	2002	Mount Saint Vincent University	- Halifax, Nova Scotia, Canada	
		Dept. of Education, concept & design for recruitment banners		
	2002	Purdy's Wharf	- Halifax, Nova Scotia, Canada	
		Wayfinding and signage concepts		

Awards:	2014	Canadian Online Publishing Awards		
		'Best Website Design'	theogm.com	*Nominated
	2013	CSS Design Awards		
		'Site of the Day'	gregfisher.ca	★★★★★ *Nominated
	2013	CSSWinner		
		'Site of the Day'	gregfisher.ca	*Nominated
	2008	CNBC Arabian Property Awards		
		'Best Property Marketing'	Sanctuary Falls	★★★★★ (5 Stars)
	2008	CNBC Arabian Property Awards		
		'Best Developer Website'	shaikh-holdings.com	*Nominated
	2005	Bentley International Property Awards		
	'Best Property Portal'	dubaipropertyauctions.com	(5 Stars)	
2005	Pan Arab Web Awards			
	'Commerce & Trade Winner'	dubaipropertyauctions.com		
2005	Canadian Web Awards			
	'Excellent Rating'	dubaipropertyauctions.com		