

CHERISSE THURAB

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Integrated Creative Lead, with a deep passion for impacting audiences through stories. Over 10 years of expertise in creating strategic concepts (Art Direction), digital engagements (UI/UX Design) and producing content (Film) for brands in varied sectors, whilst working at advertising and digital agencies in Toronto, NYC and London. Resourceful advisor, with strong comprehension for complex brands, empowering teams, and effectively reaching audiences. Self-starter who stays at the forefront of tech, trends and creative spaces.

EXPERIENCE

Cherisse Thurab Ltd. (2008 - Present)
Creative Lead - Art Director / Designer

- Toronto, Canada | Aug 2018 - Present;
Sept 2014 - Oct 2015
- Amsterdam, NL | Apr 2014 - Aug 2014
- London, UK | Nov 2013 - Mar 2014;
Mar 2011 - Oct 2012
- Toronto, Canada | Jan 2008 - Feb 2011

Concept and UI/UX Design for long contracts at creative agencies and for independent clients:

- Cultural Solutions Group
- Signature Smiles Cosmetic Dentistry
- Toronto Municipal Election Ward 45 Candidate
- Gidi Culture Music Festival
- Peace Dot Love Music Festival
- Ace of Shake Bartending School
- Mrs. Bridal Boutique
- Proximity London: P&G's SuperSavvyMe, Fairy, Kenco Coffee, Pampers, Wrigley's Extra Gum
- Miomni Ltd: The PGA Tour, Ford Motor Company
- Sapient (DAD): Sky Broadband, Lucozade
- LBi / Candi: Disaronno, Morrison Supermarkets, BT
- Virgin Media: Virgin TV Anywhere / TiVo
- Space 01: ReAssure UK
- Publicis Modem: Lean Cuisine, Purina, PayPal, LG, Rogers Communications, Home Depot
- Wunderman: Microsoft, Windows
- Naked Creative: The Globe & Mail
- GWP Brand Engineering: ING Direct, Delta Hotels
- Proximity Canada: Frito Lays, Uncle Ben's

Prudential Financial
Senior Creative Specialist
Newark, NJ | Nov 2015 - July 2018

Creative direction, design and insights for engaging consumer and institutional audiences in the financial services sector. Evolved Prudential's Master Brand, and created cohesion in the Retirement, Insurance, Investment businesses. Advised on performance online and offline. Lead a team of designers.

Bwin.Party Digital Entertainment
Lead Conceptual Creative
London, UK | Nov 2012 - Oct 2013

Managed a team of 8 designers and writers to rebrand Bwin's verticals (Party Casino, Party Poker UK, France and Spain); refreshing its output and tone.

EDUCATION

OCAD University | Toronto, Canada
2003 - 2007: Bachelor of Design,
Advertising / Art Direction

Ryerson University | Toronto, Canada
2019: Certificate, Film Studies [Intensive]

COURSES

Ryerson University | Toronto, Canada
2015: Intro to Android App Development
2009: Web Development

OCAD University | Toronto, Canada
2004 - 2007: Copywriting, Psychology, Branding,
Art of the African Diaspora

SKILLS

- Adobe CC: Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Audition
- Microsoft: Word, PowerPoint, Excel, Outlook
- OS: Mac (preferred) and PC
- Google: Analytics
- Conceptual Thinking
- UX & UI Design
- Branding & Identity
- Hand Drawn Sketches
- Digital Photography
- Photo Editing
- Video Editing
- Social Media Strategy
- Editorial Writing
- Copy Editing
- Intm. HTML, CSS
- Wordpress
- Public Speaking
- Creative Mentorship

EXTRACURRICULAR ACTIVITY

THEATER / ARTS

Training:

2018: Upright Citizens Brigade Theatre - Improv
2002: Eleanor Fulcher - Intro to Acting
1998 - 1999: Theatre Workshop - Modern Dance

Performing & Instructing:

1999 - 2011: Swizzle Stick Theatre - Stilt Performer
Art Starts (1999 - 2010):

- 2010: Artist in Residence / Mentor
- 2009: Stilt & Modern Dance Instructor
- 1999 - 2003: Youth Artist

1999 - 2003: Ballet Creole - Modern Dancer

WRITING

2014 - 2015: Music Festival Reporting
iAmsterdam, Lindsay Cabrera PR, Embrace Media

2014 - 2016: Copywriting
King Louie, Ace of Shake Bartending School,
The Thunder Women's Health Foundation

2013 - 2017: Blogging
Nomad Superior Travel Blog [Founder / Lead Editor],
London Sinner Food Blog

MEMBERSHIPS

- Art Director's Club / One Club NYC
- Prudential Black Leadership Forum
- Color Comm Network