

Robbin Sheriland

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sheri.land

Landline 604-431-6950

Retired. Current Volunteer Service

Artist Mentor, MOSAIC Settlement Services
Mentor, Singapore Chinese Girls' School
Arts Projects, Burnaby Neighbourhood House
Director, New West Artists

Graphic arts and publishing experience

Over 26 years professional experience managing publishing projects

- Create strategies and design treatments
 - Collaborate with other creatives: writers, editors, and photographers to develop, present, defend, refine, implement and manage new revenue generating publishing projects.
 - Manage schedules, procedures and workflow
 - Design and produce print, web, presentation and trade show materials by traditional and electronic means.
- Proficient in all major software packages.

Employment

WestEnder

Nov. 2002 to 2017

Creative Services Supervisor

Design ads, compose and prep pages for the press.
Fluent in Adobe apps.

UBC Continuing Studies, 2000-2002

Program Leader Internet Publishing and Multimedia Studies Programs

Hands-on leader of over 350 students with \$2 million revenue for both programs. Administered programs, developed new courses, hired instructors, supervised staff, selected and counselled students.

Black Press Newspapers: Richmond Review, Burnaby Newsleader, Chilliwack Progress, Langley Times, 1997-1999

Graphic Artist/Composer

Ad design, page composition and pre-press.

Sheriland Publishing Co. Ltd., **Partner**, 1990-1999

Web Producer, Designer, Developer, 1998-1999

Write treatments, design interfaces, develop dynamic content, write scripts and scores. Produce, direct and edit Quicktime and QuicktimeVR scenes, design animations, develop databases, generate forms. Provide training,

technical support and follow-up.

Head of web design committee and design lead, 1997, ValleyNet (nonprofit Fraser Valley internet community network).

Database Designer - Customized databases for the GVRD, B.C. Health Research Foundation, B.C. Ministry of Agriculture, Mission School District, Quay Strategies Communications.

Computer Instructor, Program Developer and Designer -

Taught over 1,000 students in B.C. and Alberta, corporate and adult education classes in Microsoft Word, Excel, Access, FileMaker, PowerPoint, WordPerfect, Quark XPress, Photoshop, Illustrator, PageMaker and Multi-Ad Creator.

Published author - Introduction to the Macintosh and Quark XPress textbooks.

Animator - 3D flying logos, textures and planetary animations. Designed TV graphics for B.C. Summer Games.

Videographer - The Technology Wheel, a 10 minute software marketing video. Wrote the script, lit the set, shot and edited the video.

Here are some customers for whom we have provided computer consulting, training and technical support:

B.C. Hydro

Federal Express

Forest Industrial Relations

Metro Vancouver

McKim Baker Lovick Advertising

B.C. Ministry of Agriculture

Science Council of B.C.

Seaboard Advertising

Workers Compensation Board

School Districts throughout Greater Vancouver

Many other small and medium sized businesses.

University College of the Fraser Valley,

Instructor and Program Designer, 1995-1999

- Initiated program design for Desktop Publishing Certificate Program.
- Course instructor for the Multimedia Certificate Program.

Computer Connection, a national computer retailer

Computer Trainer, Western Region, Vancouver to Calgary, 1988-1990

Program design, instruction, follow-up and troubleshooting specializing in publishing software. Set up and manage trade shows.

Ted Bates Advertising, Singapore

Copy Writer & Account Assistant Singapore Tourist Promotion Board, a \$10 million account, 1978-1980.