



Darren Wilson

DESIGN + LEARNING + SUSTAINABILITY

OBJECTIVE

Leverage decades of experience in design, communications, professional consulting, and postsecondary education to join an organization in a strategic consulting role where I can work toward building thought leadership in areas of technology-enabled learning, with a focus on outstanding learning experiences and outcomes.

SUMMARY

I continue to build upon a career of thought leadership in design, digital learning, learning experience design, branding, and foresight. I am an advocate for thoughtful, sustainable, accessible, and responsible innovation in digital learning. I am passionate about research, collaboration, and designing, developing, and implementing digital learning strategies that build toward hopeful futures.

SKILLS

- Strong research, analysis, synthesis, and writing skills.
- Excellent oral, written, visual communication and presentation skills; equally comfortable communicating with students and C-suite.
- The ability to guide and mentor individuals and teams toward innovative solutions to design challenges.
- Media agnostic content design and development, from concept through design and production, with expertise in print, video, interactive, and 3D content creation tools.
- Expert-level proficiency in Adobe Creative Cloud (Adobe Illustrator, Photoshop, InDesign), and advanced typographic sensibility.
- High level of proficiency in Microsoft Office (Word, PowerPoint, Excel) and Google Suite (Docs, Slides, Sheets).
- 3D CAD design and rendering skills (Rhino 3D, Blender, Spline).
- Experience using learning management systems such as D2L/Brightspace and Moodle, Zoom, and Microsoft Teams, in both classroom and remote delivery environments, both synchronous and asynchronous.

MORE INFORMATION

- Personal blog + design portfolio: <https://darrenwilson.com>

STRATEGIC CREATIVE EXPERIENCE

2004 TO PRESENT:

Design Consultant Independent

CASE STUDIES

- Conducts primary and secondary stakeholder research, applying human-centred and systems-based design approaches.
- Leads direct client-serving engagements, as well as consulting on projects for agencies and studios.
- Develops solutions to business challenges through design, branding, communications, information architecture, user experience, and product design.
- Experienced in both agency and direct client engagement.
- Clients range from small- and medium-sized enterprises to brands valued in multiple millions, across many sectors.

2005 TO 2010:

Vice President and Creative Director Sonar Mediathink

CASE STUDIES

- Developed and managed client relationships through strategic thinking and collaboration with senior decision-makers.
- Led a cross-disciplinary creative team in the design and development of provocative, breakthrough creative solutions across multiple media, including radio, TV, print, interactive, video, sponsorships, and events.
- Managed the growth and development of creative staff; facilitated collaboration between the creative, strategy, and account teams.
- Engaged with clients including McCain Foods, Lindt & Sprüngli, Sappi Fine Papers, Procter & Gamble, and Visa Canada.

2001 TO 2004:

Senior Consultant Capgemini

CASE STUDIES

- Delivered leading-edge user experience design, prototyping, and implementation of web- and intranet-based projects with six-figure budgets for clients such as Bell Canada, Ontario Power Generation, Standard & Poor's, and America Online.
- Conducted scenario-based planning exercises and developed strategic vision proposals with applied user experience design concepts.

POSTSECONDARY TEACHING EXPERIENCE

2013 TO PRESENT:

Professor (Partial Load)

Sheridan College | Bachelor of Interaction Design Program

- Teaching and mentoring IxD students the core principles of Design, Visual Language, Typography, Contemporary Problems, Interaction Design Methods and Behaviours, Information Architecture, and Visual Rhetoric.
- Developing student engagement through compelling curriculum, skills development, and facilitating discussion about contemporary issues in design and their impact on society.
- Collaborating with my teaching colleagues to identify needs, opportunities, and best practices in curriculum, content delivery, evaluation methods, and communication.

1998 TO PRESENT:

Course Director, Studio Instructor

York University | Bachelor of Design Program

- Teaching introductory-level 2D and 3D Design, as well as advanced-levels courses in Typography, Corporate Identity Design, Information Design, Systems Design, and senior-level Design Workshop courses.
- Leading senior students through theoretical exercises and projects based on real-world business challenges, executed in print, interactive, and time-based media.
- Mentoring students in design leadership, professionalism, and communication skills.
- Course design and development – YSDN 3003 Typography 4, YSDN 4002 Type in Motion, DESN 4123 Social Media Strategies.
- Researched, designed, and built a needs-based Community of Practice to foster building connections and sharing resources among contract faculty in the Department of Design.

PROFESSIONAL RECOGNITION

- Advertising and Design Club of Canada awards.
- Work selected to appear in RGD Ontario's *Design at Work* juried exhibition.
- Invited to jury for the *Applied Arts* interactive awards, *Verso* magazine and *Design at Work*.
- Work published in *Wired*, *Applied Arts*, *New Jersey Monthly*, *Saturday Night Magazine*.
- Selected as a panelist in an online webinar hosted by Royal Roads University on *AI and Learning Design in Education*.

OTHER EXPERIENCE

2011 TO 2019

Owner, Designer, Luthier

Decibel Guitars

- Designed, built, and sold my own line of solid-body electric guitars under the Decibel Guitars brand.
- Developed a social media presence of over 65k followers.
- Sourced materials and parts from a global network of suppliers.
- Built a complex operation that integrated digital design, CNC production, and hand finishing processes.
- Designed and patented an ergonomic guitar neck profile.

VOLUNTEER EXPERIENCE

2012 TO 2016:

Ramp Crew

Canadian Warplane Heritage Museum

- Ensured the safety of flight crews, passengers and spectators, on and around the live ramp at "Canada's Flying Museum."
- Assisted in loading and unloading passengers from 16 to 89 years of age and delivered passenger safety briefings.
- Towed aircraft into and out of the hangar and about the ramp as needed, according to the day's flight schedule.
- Cleaned, fueled, and oiled the aircraft, assisted with aircraft maintenance as directed by the Engineering Department.
- Acted as a Museum ambassador to the public, ensuring all visits were positive and memorable.

EDUCATION

2022 TO 2024

Master of Arts – Learning and Technology

Royal Roads University

- Learning theory, learning experience design, critical issues in digital learning networks, communities, and environments.
- Research focus on achieving sustainable development goals in the postsecondary education sector through digital learning.

1990 TO 1994

Bachelor of Fine Arts – Specialized Honours (Visual Arts: Design)

York University

- Studied design, typography, communication theory, among other areas.
- Graduated First-Class Honours with Distinction.