

# EDDIE POTROS

Multidisciplinary Digital Designer & Creative Generalist

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**SUMMARY** A highly versatile and results-driven Multidisciplinary Digital Designer & Creative Generalist with 17+ years of experience delivering innovative solutions across graphic design (print & digital), motion graphics (2D/3D), video production, audio mixing, photography, UI/UX design, and front-end web development. Proven track record of transforming ideas into visually stunning and effective multimedia experiences that exceed client goals, drive engagement (millions of video views, ~200K social followers), and boost brand awareness. Fast learner, dependable, & adept at managing multiple complex projects simultaneously in fast-paced environments.

## KEY SKILLS

- Graphic Design (Print & Digital Collateral)
- Motion Graphics (2D/3D, Premiere, After Effects, Cinema 4D)
- Video Production Lifecycle (Shoot, Edit, Post - Premiere Pro)
- Audio Production and Sound Design (Mixing, Editing, Mastering)
- Photography (Events, Products, Portraits - Lightroom)
- UI/UX Design & Implementation (Figma, Adobe XD)
- Front-End Web Development (HTML, SCSS, JS, CMS, GULP)
- Brand Identity Ideation, Development & Execution
- Illustration, Iconography & Visual Storytelling
- Adobe Creative Suite Mastery & many other software including AI tools (Comprehensive)
- Cross-Media Content Creation & Strategy
- Project Management & Team Collaboration
- Digital Marketing Asset Production

## PROFESSIONAL EXPERIENCE (Selected Highlights)

**Designity** | Remote **Creative Director** | Nov 2024 - Apr 2025

- Led diverse creative projects, overseeing web design/development, UI/UX, and the creation of multi-format ad campaigns (static, video, motion graphics) for various clients.
- Managed projects ensuring quality results across multiple digital outputs.

**Chartered Professional Accountants of Canada** | Burnaby, BC **Lead Digital Media Designer** | Aug 2022 - Jul 2024

- Led the rebranding and optimization of large-scale company email communications, significantly reducing email volume while improving clarity and engagement by crafting AODA-compliant HTML emails, ensuring accessibility and cross-platform functionality, with a modern touch and support for light and dark modes. Implemented new templates organization-wide, promoting a cohesive brand image.
- Mentored junior designers and editors during the content migration and redesign of the company website, guiding implementation best practices and collaborating with managers to shape functionality. Identified and flagged UX and structural issues early, helping steer development toward a more effective and user-friendly site experience.

- Produced a wide array of digital media: 2D/3D graphics & motion graphics for campaigns, AODA-compliant emails, and website design improvements.

**Monark Group** | Surrey, BC (**Roles over time: Sr. Front-End Designer/Developer & Visual/Graphic Designer; Digital Media Designer/Developer & Motion Designer**) | Mar 2012 – Aug 2021

- Executed a vast range of creative projects including print design (brochures, packaging, labels), motion graphics (4K idents), 3D modeling, video production (digital ads), photography (product/portrait), UI design (apps/kiosks/emails), and high-performance web development (achieving 100% GTmetrix score).
- Increased sales by 11% in 2 months for one campaign through development and A/B testing of integrated digital ads (Google Ads/Analytics).
- Enhanced visual appeal and campaign effectiveness by creating custom illustrations/icons and integrating 3D elements into graphic designs.

**E11World Digital Media** | Surrey, BC & Remote **Multidisciplinary Designer & Developer** | Oct 2006 - Present

- Delivered a comprehensive suite of creative services to diverse clients, consistently achieving project goals and contributing to business growth (e.g., doubling leads via SEO content, increasing client business by 25%+), achieving and exceeding client expectations with very fast turnaround times.
- **Design & Branding:** Created new brand identities, logos, illustrations, print collateral (brochures, posters, album covers), and digital graphics. Also made effective social media ads to help expand business.
- **Web & UI/UX:** Designed and developed responsive websites (WordPress, static HTML/SCSS, Flash/XML earlier), implemented UI/UX best practices, optimized for speed/SEO/accessibility.
- **Motion Graphics:** Produced explainer videos, video ads, infographics (static/animated), 2D/3D motion graphics, title sequences, leveraging C4D Mograph and Mixamo.
- **Video Production:** Directed, shot, and edited music videos, commercial ads, and numerous event videos (including weddings), delivering polished long-form content and engaging short intros/social clips. Developed significant expertise making, shooting & editing engaging content for YouTube channels.
- **Photography:** Captured high-quality images for products, portraits, events (including concerts showcased on Behance and weddings), performed advanced photo retouching and image management.
- **Content & Marketing:** Wrote SEO-friendly web copy, planned/executed social media campaigns (increasing subscribers by 10,000+), created social media static/video ads, set up Google Ads/Analytics.
- **Audio:** Produced music mixes involving advanced sound design, audio editing, mixing/remixing, and mastering. Restored and corrected audio files & used DJ, DAW and AI tools for audio separation & mixing.

**Early Career Roles** | Vancouver, BC | 2005 - 2010 (*Including roles at Contac Services, MINISIS Inc., Atrexis Systems, Sli-fi Media, InVancouver Web Services, Oh Boy Productions*)

- Delivered diverse digital solutions, including dynamic website projects (HTML, CSS, JS, PHP, Flash/AS2) for major clients (Air Canada, Best Western) and interactive media/games, alongside UI designs (software, apps, web/mobile games) and brand identity creation (logos, print, web) that drove significant client growth (e.g., 3x business increase).
- Acquired foundational skills in video production (shooting, multi-camera editing for DVD release) and effective cross-functional team collaboration within agency and software development environments.

## EDUCATION

**British Columbia Institute of Technology (BCIT)** | Burnaby, BC **New Media & Web Developments Senior Certificate** (highest credentials then)