



Xander Maclaren
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Educational background

BA design, Design Academy Eindhoven, Netherlands, 2019–2023
BA product design (exchange), Bauhaus-Universität Weimar, Germany, 2019
BA industrial design, Pratt Institute, New York, United States, 2016–2018
Contemporary art, Etobicoke School of the Arts, Toronto, Canada, 2012–2016

Skills and qualifications

Fluent in English and French	Interaction design, html, css	Solidworks, Rhino, Keyshot
Product design, prototyping	Copywriting, editing	Adobe suite
Type, layout, print production	Technical drawing	Logic Pro, Audacity
Photography, cinematography	Architectural modelmaking	Microsoft office

Work experience

Artecetera VZW, Belgium, 2023 — Web and graphic design
Established digital platform and archive for arts nonprofit
Designed logo and wrote style guide
Managed all technical details of website
Created guides for future users to update content

Atelier Lachaert Dhanis, Belgium, 2022 — Graphic design
Created unified identity with custom typeface
Directed retrospective book project involving original process and studio photography
Rearchitected website around current projects and extensive archives
Assisted in collaboration between artists, galleries, photographers, and writers

Biography Design, Toronto Canada, 2018–2019, 2021 — Graphic, packaging, interaction design
Worked on multiple projects with a small team
Met with and presented to clients in several sectors
Led a range of projects spanning from web to packaging design
Coordinated onsite and in-studio photo shoots

Pratt Institute Creative Services, New York USA, 2017–2018 — Graphic design
Designed a wide variety of printed material for marketing and information purposes
Adhering to brand guidelines, adapted existing designs for new purposes
Collaborated with other designers on large-scale projects
Organized and formatted raw data for ease of access and legibility

Ian Maclaren Architect Inc., Oakville Canada, 2016–present — Graphic design
Established a unified graphic identity based around a new logo in close consultation with architect
Designed materials including business cards, magazine advertisements and project photo books
Established guidelines and templates for use of brand in future materials

Moss & Lam, Toronto Canada, 2015 — Workshop
Built large-scale installations for hotels and residences
Operated a variety of machinery and tools
Learned about manufacturing techniques and processes
Met quotas while ensuring high quality and compliance with product safety standards

Lectures, exhibitions, writing

Workshop, Invisible Studio at Design Academy Eindhoven, 2023
Dutch Design Week exhibition, Heuvel, Eindhoven, 2023
Interview with artist Joana Vasconcelos for DAMN Magazine, 2022
Lecture on typography, Invisible Studio at Design Academy Eindhoven, 2021
Bauhaus-Universität student exhibition, Weimar, 2019
Multimedia group exhibition, Gallery House, Brooklyn, 2017
Lectures on artistic practice, Ontario College of Art and Design, 2015 & 2016
Painting duo exhibition, Project Gallery, Toronto, 2016
Multimedia group exhibition, York University, Toronto, 2015

Interests

20th century art and design, current events, travel, thrifting, bicycles, cinema, rock/jazz/experimental music