

Xander Maclaren

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Education

Design Academy Eindhoven, Netherlands, expected graduation 2023

Product design, Bauhaus-Universität Weimar, Germany, 2019

Industrial design, Pratt Institute, New York, United States, 2016–2018

Contemporary art, Etobicoke School of the Arts, Toronto, Canada, 2012–16

Skills

Fluent in English and French

Solidworks, Rhino, Keyshot

Illustrator, Photoshop, InDesign

Premiere Pro and After Effects

Logic Pro and Audacity

Microsoft Office

Product design and prototyping

Layout and print production

Architectural modelmaking

Drafting and technical drawing

Copywriting and editing

Photography and cinematography

Work experience

Biography Design, Toronto, 2018–2019, 2021 — Graphic designer

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, 2017–2018 — Graphic designer

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, 2016–present — Graphic designer

Worked closely with business owner to establish a unified graphic identity based around a new logo

Designed materials including business cards, magazine advertisements and printed photo books

Established guidelines and templates for use of branding on future materials

Chuppah Studio, New York, 2016–17 — Setup assistant

Assembled temporary structures in a variety of event locations

Accomplished very time-sensitive tasks efficiently with a team

Collaborated with wedding planners, photographers, and others to ensure smooth process

Moss & Lam, Toronto, 2015 — Workshop employee

Built large-scale installations for hotels and residences

Operated a variety of machinery and tools

Worked as part of a team, handling different roles and responsibilities

Learned about manufacturing techniques and processes

Met quotas while ensuring a high quality

Accomplishments & awards

Delivered lecture on the history of grotesque typefaces at Design Academy Eindhoven in December 2021

Spoke about art practice to audience of over 300 at Ontario College of Art and Design in 2015 and 2016

Offered scholarships from several prominent American art and design schools

Part of a duo show at Toronto's Project Gallery Studio in March 2016

Part of a group exhibition at York University curated by the director of Toronto's MOCA in Fall 2015

Interests

History of modern art and design; travel; thrifting; film; rock, jazz, and experimental music; cycling and bike repair