SENIOR GRAPHIC DESIGNER & ART DIRECTOR · EN / FR

JASON TOUFEXIS.

Ottawa, ON | Remote
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25+	4×	100s	EN / FR
YEARS IN COMMERCIAL DESIGN	DESIGN AWARD WINNER & FINALIST	EVENTS EXECUTED, START TO FINISH	FULLY BILINGUAL

PROFILE

Senior designer, problem solver and communicator. People come to me to find the story and tell it visually, turning complex products into clear, premium presentations. As Head of Design at Canada's leading boxing promotions, I build the visuals and sponsorship decks behind DAZN and ESPN broadcast deals. Before that I ran all marketing and creative for a luxury menswear group carrying Kiton and Giorgio Armani, including co-branded events with McLaren and Mercedes-Benz. I'm equally comfortable leading a team or taking direction and running with it, and I present concepts directly to sales teams and executives.

CORE SKILLS

Presentation & storytelling: client presentations, concept pitches, storyboarding, turning technical detail into simple, high-impact visuals

Creative leadership: managing designers, video editors and photographers; art directing photo and video shoots from concept to final product

Brand & art direction: brand identity, licensor guidelines (Disney, Hasbro, Marvel, NHL), premium positioning

Sales & production: campaigns, event programs, ads, signage, print production, pre-press, local and overseas vendors

Software: Adobe Photoshop, Illustrator and InDesign (expert) · After Effects (proficient) · Acrobat · Microsoft Office, including PowerPoint

EXPERIENCE

OCT 2022 — NOW

HEAD OF DESIGN AND PRODUCTION

United Boxing Promotions · No. 1 promotion in English Canada

- Freelance designer for the promotion since 2011, then hired to lead design and production in 2022.
- Responsible for every design touchpoint, from sponsor and broadcaster decks to the in-arena fan experience.
- Create posters, ads, in-arena elements, and LED wall graphics and animation built in After Effects.
- Helped take the promotion to its own DAZN broadcast deal and into Great Canadian Casino contracts.
- Launched in a new market at the all-new Hard Rock Hotel & Casino Ottawa; the first two shows (Sept 2025, April 2026) sold out back to back.

2019 — NOW

CONTRACT DESIGNER, SALES AND PRODUCT DEVELOPMENT

Formcor

- Work directly with the sales team to present winning sell sheets for industry leaders such as Mattamy Homes, Kingsmen Group, CWB International and LiUNA.
- Deliver product concepts, development and design solutions through to product launch.
- Partner side by side with sales reps on new ventures, reading each rep and client and adapting how I communicate and present to match their style, from consultation and ideation to visual concept and production.

DEC 2021 — OCT 2022

CREATIVE DIRECTOR (CONTRACT)

Eye of the Tiger Management · Canada's No. 1 boxing promotion

- Designed every event poster as a freelancer from 2012 to 2021, helping take it from the third-place promoter in Quebec to the biggest in Canada by 2019.
- Led the full rebrand and owned all visuals: posters, ads, broadcast graphics and in-venue signage.
- Helped move the promotion from a local brand to a groundbreaking broadcast deal with ESPN in the United States.

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EXPERIENCE, CONTINUED

2013 — 2018

DESIGN AND MARKETING MANAGER

Henry Singer Fashion Group · Western Canada's luxury menswear destination since 1938

- Led all marketing and creative for four luxury menswear stores carrying Kiton, Giorgio Armani, Isaia, Canali and Eton.
- Created premium visuals for in-store displays, printed event invitations, online and email.
- Produced in-store crossover events with McLaren and Mercedes-Benz, presenting high-performance machines alongside fine tailoring.
- Designed the creative for “Suit Up an Oiler” with the Edmonton Oilers and directed a video shoot with young Oilers star Nail Yakupov.
- Oversaw a collaboration between Henry Singer, Italian luxury brand Eleventy and Connor McDavid.
- Helped oversee the 2017 launch of the 6,000 sq ft Calgary flagship at Eighth Avenue Place, including its launch party.
- Won two Henry Singer Awards for Excellence (2013, 2014) for work leading up to the company's 75th anniversary.

2010 — 2012

SENIOR DESIGNER AND CREATIVE DIRECTOR

Hennessy Sports · International boxing promoter, England and Canada

- Led marketing for international events: posters, programs, TV commercials, billboards, online, social and apparel.
- Planned and art directed fighter photoshoots, setting theme, lighting and style for each event's premium image.
- Art directed interview and behind-the-scenes video features, and led a team of editors, designers, photographers and printers.

2007 — 2010

PARTNER AND VP, DESIGN AND PRODUCTION

Red Corner Apparel · High-end licensed boxing fashion brand

- Created the brand identity and ran full campaigns: TV spots, international magazine ads, email and social.
- Designed and managed the online store; co-wrote the business plan and mission and vision statements.

2002 — 2009

ART DIRECTOR AND SENIOR DESIGNER

Phidal Publishing · Award-winning Montreal children's publisher

- Conceived, designed and produced hundreds of original publications, from concept to overseas print.
- Worked directly with licensors including Disney, Hasbro and Marvel; hired and mentored designers and illustrators.

SELECTED FREELANCE

2004 — NOW

FREELANCE DESIGN PRACTICE

Montreal and Ottawa

- Over 20 years running my own practice alongside staff roles, full-time from 2018 to 2021.
- Clients include Newhouse Boxing, Epic Sports and Entertainment, Canada Boxing, RJI International and Booster Juice.

2023 — NOW

UNIFIED MMA

Canada's biggest MMA promotion

- Event visuals, including a 2023 UFC Fight Pass Poster of the Year finalist.

2010 — 2011

CITY OF MONTREAL

Art Director

- Identity, signage and installations for a new city-owned cultural café; presented to city officials and architects.

EDUCATION & MORE

EDUCATION

- **DEC with Honours, Illustration and Design**, Dawson College, Montreal (2001); Vernissage poster award
- **Certificate in Management**, Concordia University, Montreal (2005)

ON AIR

- Broadcast commentator for TV, streaming and pay-per-view boxing events; host of weigh-ins and press conferences.

LANGUAGES

- English and French, fluent written and spoken.