

2017 Director Candidates

There are a total of five candidates running to fill five (5) 2-year term positions and one (1) 1-year term position.



Jennica Robinson, Prov. RGD

Jennica is a Graphic Designer with a vast diversity of work experience and a skill set revolving around illustration, web design, brand identity, and print media design. Jennica graduated with honours from the Cambrian College, Ontario College Advanced Diploma Graphic Design program. She started her creative career working as a Junior Graphic Designer at the Northern Ontario School of Medicine (NOSM), and is currently a Graphic Designer at Design de Plume (an Indigenously owned, Sudbury-based, independent graphic design firm).

Jennica is no stranger when it comes to working with Sudbury's community; either as a team member or independently. She has contributed to numerous design projects within the community. This includes multiple Sudbury Design Society initiatives, AboutFace, helping brick and mortar companies through the Voucher for E-Business programs, freelance projects for Manitoulin-Sudbury EMS, Futurescape Landscaping, and Natures Yard Supply.

Goals:

"Design is actively thriving within our Sudbury community. As a previous Sudbury Design Society Board Director I have an active interest in the growth of the design community, and in creating awareness and support for good design standards. I wish to further the success of the design community, and expand the reach and value of the SDS."



Brandon Fordham, Prov. RGD

Brandon Fordham is a Senior Graphic Designer at Studio123. He excels in branding and collateral design execution. Brandon bears a wisdom well beyond his years, that he applies in his approach to creative challenges. He has the foresight to develop a visual identity that helps achieve the future business goals of the client. Brandon's success as a young designer stems from his appreciation of design history, his proficiency with design software, and his humble demeanor.

Goals:

"I aim to continue the amazing progress that the SDS has made in fostering a strong design community up North. I've been fortunate enough to have gained 2 years of experience in this amazing creative industry, and I feel that it is now time to give back. By contributing to the SDS on a board level, I aim to see current initiatives flourish and to be a part of creating new SDS programming. SDS has always had the noble goal of changing how people view and value design. I aim to help continue this goal through my involvement."



Alex Gagnon

Alex is a diverse graphic designer with an accomplished skill set in print, web, communication and promotion. He has grown his career here locally in Sudbury for over 9 years and has contributed his expertise to many significant local industries. He first started his career on a placement in high school at a local design firm and after pursued his education for his trade in graphic design at Cambrian College of Applied Arts and Technology. After graduating he was hired on at 1 Hour Signs / Adept Creative. Here he advanced his knowledge of design and print by manufacturing everything he designed from start to finish for an array of customers. He then continued his career for several years at Vale in the Exploration department where he would work with geologist and geophysicists on global projects, technical documents, presentation of large amounts of information and data sets and later would be published for his design, illustration and photography work in an academic geology textbook. He has also had the opportunity to work with Laurentian University Print Hub and spending some time in various departments at the Sudbury District Health Unit working in public health.

Currently Alex resides in the telecommunication industry at Vianet in a role in front end design, communication and marketing. When Alex is not working his day jobs he focuses on his own entrepreneurship business in design, web development and photography. He also makes time to volunteer with Ladies Learning Code and has been a director on the Sudbury Design Society for over six years.

Goals:

"As I further develop in my career within the Greater City of Sudbury, I want to be as much of an active participant as I can be within the community for design. To contribute from my experiences and perspective in relation to other local designers. I want to work towards holding the highest of standards for design, promote and support local opportunities and initiatives, expand and advocate the SDS, grow existing and create new events and be a positive push for a design voice in Northern Ontario."



Ron Beltrame, Dipl. AA., RGD

Ron is a graduate of the Cambrian College Graphic Design Program. Ron Beltrame is a professional graphic designer with 34 years of multi-disciplinary graphic design experience in both the public and private sectors. Over this period his work has received more than 30 national and international design awards for clients including: Cambrian College, the City of Sudbury, Loblaws/President's Choice, The Ontario and Canadian College Athletics Associations (OCAA & CCAA), Ontario Lotteries & Gaming (OLG), Yallowega Belanger Architecture, The Northern Regional Cancer Centre and the Sudbury Regional Hospital.

Ron has also been involved with professional development in various capacities including: Co-founder of the Northern Ontario Chapter of the Graphic Designers of Canada (GDC), Vice President and Director of RGD Ontario, President of the RGD Ontario Examination Board and in recent years, as Co-founder and Vice President of The Sudbury Design Society.

Goals:

"Ron is looking to maintain and grow the historic connection that SDS has had with the Cambrian College Design students and alumni, Ron is also hoping to foster a greater connection between the professional field and a relevant, responsive curriculum."



Alex Berens

I am equal parts optimism and enthusiasm, and I approach every new experience with a sense of humour and adventure. I have a do-it-yourself attitude and I know how to use it. As a Design Strategist at Studio123, I've learned that good design means demonstrating results. I support the mission of the Sudbury Design Society, and I believe I can bring some useful skills and experience to the table.

I've accidentally gained a background in event planning and coordination, most notably as the Mural Coordinator for Up Here, where I've helped coordinate over a dozen murals. I have a knack for strategic thinking and planning, and I know how to turn that into strategic doing, which is way more useful. As a student, I founded the successful Department of Creative Endeavours student club to facilitate collaboration and communication between graphic design students, because everything is more fun as a team.

Goals:

"As a director, I'd like to see the development of a sponsorship and partnership strategy for events, I'd like to see how we can improve membership benefits and communicate the advantages of membership more clearly, I'd like to explore outreach opportunities for Sudbury's business community, and I'd like to see the SDS website refreshed to make sure all content is updated and relevant."