

## MELATAN RIDEN

### **DESIGN / ART DIRECTION**

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### BRIEFLY

I'm a Designer / Art Director originally from Montréal, QC, currently living in Toronto, ON. Daughter of an eccentric father and conservative mother, I tend to find my sweet spot somewhere between math and art. By this virtue, I have a straightforward yet curious approach to life, which is directly reflected in my work and leadership style. Over the years, I gained experience through a select few design practices which have allowed me to work across a broad range of media — including print, digital, broadcast, radio, environmental and experiential. In doing so, I oversaw and handled the execution and development of all critical creative phases of each project, earning many accolades along the way. Currently, I am Director of Design at Anomaly's Toronto office and am responsible for the agency's entire design output, working with influential global brands in the auto, beverage and fashion retail sectors. I've also continued to actively grow the client roster with some recent wins. Industrious by nature, I'm disciplined and ambitious — but modest and tactful, likely another result of my parents' conflicting (but complimentary) natures. Outside of art and design, I enjoy bikes, foreign languages, horticulture and writing letters by hand. I'm also an avid traveler and kiteboarder and have my eye on Panama next... for its wind.

## EDUCATION

### **YORK UNIVERSITY / SHERIDAN COLLEGE, TORONTO, ON**

Bachelor of Design, BDes Hons | 2000 – 2004

### **YORK UNIVERSITY, TORONTO, ON**

Bachelor of Fine Arts, BFA (2 years undergrad) | 1998 – 2000

## EXPERIENCE

### **ANOMALY, TORONTO, ON**

Design Director | 07.2012 – Present

CLIENTS: Mexx, Mini, Budweiser, Bud Light

### **SID LEE INC., TORONTO, ON + MONTREAL, QC**

Senior Art Director | 03.2011 – 07.2012

CLIENTS: Red Bull, Sportchek, Australia Zoo, Moosehead Breweries, Dentyne, Marshalls, Style Sense, Dell, Alienware

### **CONCRETE DESIGN, TORONTO, ON**

Senior Designer / Art Director | 08.2006 – 03.2011

CLIENTS: Perricone MD, Holt Renfrew, Lida Baday, Aritzia, Arthur Mendonça, Yorkdale, Italinteriors, Keilhauer, Sula Beauty, Allstream, The Lavin Agency, Cadillac Fairview, Azure Magazine

### **MESSENGER, TORONTO, ON**

Interactive Designer | 05.2004 – 03.2005

CLIENTS: Honda, Butterfield & Robinson, Navantis

### **WERLE DESIGN ASSOCIATES, TORONTO, ON**

Designer | 04.2003 – 09.2003

CLIENTS: Coca-Cola

## PROFESSIONAL EXPERTISE

Branding  
Brand advertising campaigns  
Editorial/Publishing  
Environmental/Experiential  
Fashion/Art direction  
Online/Digital/Interactive  
Package design

## PANELS AND JURIES

### **ADCC**

Annual Portfolio Review | 2008 – Present

### **RGD**

DesignThinkers | 2011

## RECOGNITION

ADCC, AIGA, Applied Arts, Canadian Marketing Association, The Chicago Athenaeum, Communication Arts, Coupe, Design Edge, Gallery Magazine, Gestalten, The Globe & Mail, Graphic Design USA, Graphis, HOW, lovelystationery.com, The National Post, notcouture.com, STEP