



blakereflected

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Blake R. Horsley ☐ || Artist | Writer || ♦ ☐ Author | "A Man With Glasses" | Advocate
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Blake Horsley

Artist, Author, Advocate
GRAPHIC DESIGNER

ART create DESIGN life

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Brampton, ON ||||| L6T 4R1

To gain employment in a creative field that consistently motivates and **inspires** me.

EDUCATION

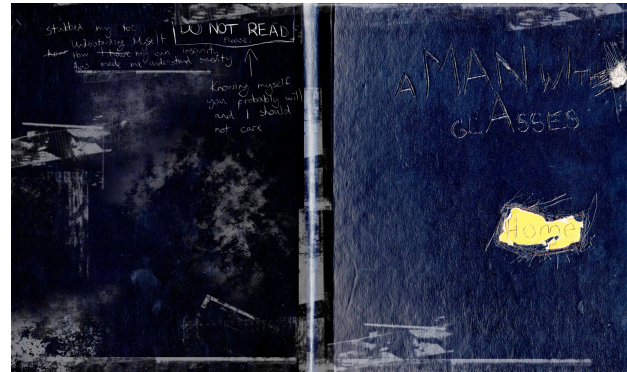
Humber School of Media Studies & Information Technology
Creative Advertising

PAST | PRESENT **EMPLOYMENT**

Author

“A **MAN** WITH **GLASSES**” || By Blake R. Horsley
A personal, unedited, and beautifully honest story of one man suffering from bipolar disorder and trying to overcome his arduous struggle, while becoming a man because of it.

Mental Health Advocate || Public and Motivational Speaker
Voice For Mental Health



2007 to Present **Graphic Designer**

Designed and own blakereflected.com

Design business cards

Create promotional flyers, brochures and posters

Created website templates for individuals and a professional athlete in the CFL

Design logos for new companies and companies rebranding

Designed logo for athletic centre Forza Fitness

Designed Forza Fitness website, flyers, business cards and passes

Tutored individuals on Adobe Photoshop, Adobe Indesign, and Adobe Illustrator

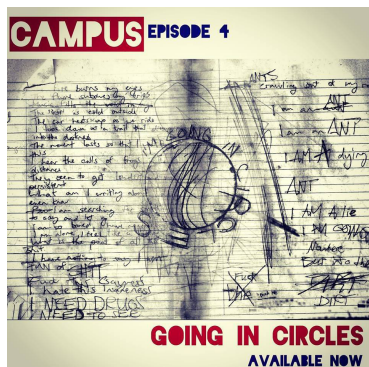
Designed posters, flyers, advertisements and business cards for fitness clubs System Fitness and Xtreme Couture Toronto

ACHIEVEMENTS

CBC Campus

Episode 4:

Going in circles



Personally selected and interviewed in a podcast titled Episode 4: Going in circles with CBC, in the new series **CBC Campus**.

Spoke about the topic of mental health and mental illness, and how that can affect one in their personal life, throughout highschool, and while on campus in postsecondary. It instantly became one of the top rated podcasts in that series, and actually raised the ratings of the series to be one of the top podcasts listened to on iTunes and Soundcloud. It was also aired numerous times on CBC Radio. CBC furthermore wrote an article about myself on their website, made a short video about my art and my words, and shared another mental health advocate's story about her son's experiences with mental health relating it to my podcast. It aired all over North America and has been heard world wide, currently having almost 11,000 listens on SoundCloud.com

May 2013 to Present

Professional Graphic Artist (Digital and Multimedia)

Created over 600 works of art using digital media
Marketed my art through networking, art shows and social media
Personally scouted to represent RAW: Natural Born Artists
Featured artist in RAW's art shows AWAKENING, SPECTRUM, and PANORAMA, in 2014, showcasing some of my best artwork
Scouted by Norman Felix Art Gallery in Toronto to showcase my work
Showcasing my artwork throughout Toronto in local businesses and galleries
Showcased my artwork in Milton's Centre for the Arts in July of 2014
Showcasing artwork at Culture Rising, Xtreme Couture and System Fitness
Partnered with Artzila to sell limited edition prints
Partnered with Nuvango to sell custom products featuring my artwork
Finalist of 7 in a world renowned art competition called "Paint the City"
Featured in the "Pancakes and Booze" Art Show in Toronto, 2015

Sep. 2011 to Mar. 2013

The Taylor Group - Logistics Coordinator Assistant

Constructed and dismantled booths for trade shows and auto shows
Packed and organized booths and supplies for shipping and set-ups

WORLDWIDE

Applied graphics to booths for trade shows and auto shows
Combined physically demanding labour with an eye for attention to fine details and constant strive for perfection
I gained experience on a different side of advertising that I did not study in school

I understand now, the importance of being organized, and meeting strict and constant deadlines

This company takes pride in what it creates, and it is this very shared pride that inspires its workers to always be attentive to details, and aim for a level of perfection that is so careful and professional, it rarely disappoints

STRENGTHS

Adobe Creative Suite CS6
Considerable Photoshop, Illustrator and Indesign skills
Very skilled in graphic design and graphic art
Very artistically inclined
Extremely skilled in marketing and sales
Skilled in helping, communication, leading, and problem solving
Punctual and Reliable
Can easily adapt to new working environments
Eager to take on new tasks and responsibilities
Excellent people skills

