

Grace C. Visconti
Eagleheart Dynamic
Tel: (403) 246-0996
www.eagleheartdynamic.com
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PROFILE

GRAPHIC DESIGNER AND FREELANCE WRITER

As a progressive graphic designer based in Calgary AB, strengths are presented in the areas of creative writing, print and web design. A primary goal as a graphic designer, published magazine and web content writer is to be an efficient and effective communicator on many levels by utilizing a combined visual and literal approach to connect with the pulse of the public and to facilitate positive change. Extensive freelance experience involves the following: advertising; brochures; corporate identity; web design; icon design; stationary; branding; posters; RRSP Guides; design for financial companies; annual reports; signage for manufacturing; animation design; medical industry design; and writing for various industries.

GRAPHIC DESIGN EXPERIENCE - CALGARY

2005 – 2008 Completed various design projects for these companies:

- **Global Mix Radio, New York, NY USA**
 - Designed media kit for Global Mix Radio, 2007–2008 (ongoing)
- **Enlightened Hands and Enlightened Oils**
 - Designed promotional material for both companies, 2006–2008 (ongoing)
- **EcardAloha and EcardRockies in collaboration with Robin Cope of WeldonCope LLC (Hawaii, USA)**
 - Ongoing design for both websites for **EcardAloha** and **EcardRockies**. The **EcardRockies** site will feature my photographs and other contributors, 2006–2008
- **Tadger Group International**
 - Designed and produced trifold, flier and other promotional materials in English and French that were placed in dealerships across Canada, throughout the United States as well as Internationally, 2006–2008 (ongoing)
- **Crohn's and Colitis Foundation of Canada (Calgary Chapter)**
 - Design, production, writing, editing on News & Views newsletter, 1999–2008 (ongoing)
- **Special Deliveries.ca (Calgary, AB)**
 - Designed postcard and will be designing future promotional material, 2007
- **Computer Training Source (Chicago, IL)**
 - Reformatted and edited Computer Training Source summer course schedule, 2007
- **Milestones Spa (Red Deer AB)**
 - Designed logo, business cards, gift certificates, thank you card, and booklet Winter 2002–2003, Spring 2004, Spring 2005–2006, Spring and Fall 2007 (ongoing)
- **Relieving Stress with Shiatsu and Shiatsu and High Blood Pressure (Distributed in Calgary AB and Toronto ON)**
 - Designed and produced two 12 page booklets featuring the effectiveness of shiatsu with certain conditions, 2005–2006
- **Teleco Financial Services Irving, TX USA**
 - Designed advertising material for product displays in English and Spanish, 2004–2006
- **Constantine Maroulis Posters**
 - Designed posters in collaboration with photographer Neill J. Schutzer who supplied the photographs, 2005
- **Alberta Venture magazine Calgary, AB**
 - Designed an ad for the company Eagle Power Tools, 2005

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2001 – 2004 Completed various design projects for these companies:

- **Britannia Clinic™** (Chiropractor)
- **Patricia Bacon**, (Writer and editor)
- **Innerlight Visions – Visual Art Specialists** (Fine artists and mural designers)
- **The Inner Evolution** (Yoga company)
- **Paragon Communication Group** (Communications company)
- **Mr. Goodbar** (Manufacturing company)
- **Life Systems** (Alternative health care company)
- **From the Ground Up Design Ltd.** (Interior design company)
- **Bodyscape Therapies** (Massage therapy business)
- **Grace Visconti, Shiatsu practitioner** (Self-promotion)
- **Soulful Spaces Consulting Inc.** (Consulting company on well-being)
- **Lake Bonavista Village** (Seniors complex)
- **Gastroenterology Research Group** (Dr. Remo Panaccione, University of Calgary)

GRAPHIC DESIGN EXPERIENCE - TORONTO

After obtaining an extensive and varied education in Toronto ON, experience included working with Government, small business, NGOs and private organizations. Logos, RRSP Guides (English and French), invitations, manuals, newsletters, business cards, posters, case studies, brochures and computer applications, were designed for various organizations. Clients and organizations worked for in Toronto were: **City of Toronto; University of Toronto; International Council for Local Environmental Initiatives (ICLEI); Mackenzie Financial Corporation; Shiatsu Academy of Tokyo; Deer Park Design Inc.; Fotowork; Premier's Council of Ontario; Durham Regional Crime Stoppers Inc.; Harbourfront Corporation; Colorization Inc.; Studio 88 (Ogilvy & Mather).**

HARDWARE

- IRIS (3-D modelling), Jupiter, Images II, VAX, IBM, Packard Bell, Macintosh SE/30, II, IIsi, IIfx, Quadra 650 and 700, Power Mac 8100/100, 8500, 9500, G4 450, G5, Hewlett Packard 1320n printer

SOFTWARE

- Quark XPress, Microsoft Word, Excel, Power Point, Adobe Acrobat Reader, Acrobat Exchange, Acrobat Distiller, Neo Visuals, PC Paint, Font Reserve, Painter, CS2 (InDesign, Adobe Illustrator, Photoshop) and Macromedia Studio 8

EDUCATION (TORONTO)

Sheridan College: Computer Animation Program

- 1985 - '86

Ontario College of Art and Design: Communication and Design Program

- 1980 - '84

University of Toronto: Bachelor of Arts Degree (Major in English, minor in art)

- 1976 - '79

ASSOCIATIONS

Association of Registered Graphic Designers of Ontario

Canadian Shiatsu Society of BC

WRITING EXPERIENCE (TORONTO AND CALGARY)**2005 – 2008 Writing and editing freelance jobs:**

- **Omnilingua, New York, NY USA**
 - Proofed/edited data sheets, slide shows, brochures, CDs and Technical Manuals for the high-end medical technology and automotive sectors, 2007–2008 (ongoing)
- **Global Mix Radio, New York, NY USA**
 - Edited and rewrote promotional material for Global Mix Radio, 2007–2008 (ongoing)
- **WorldWide Reaction, New York, NY USA**
 - Interviewed and wrote an article on DJ Amadeus for this international webzine, 2007
- **Web Content Writer for InbOx.com, Forum Shock and Wired Flame**
 - Online forum writer for various websites on many subjects, 2006–2007
- **Renaissance Health (Arlington, MA USA)**
 - Researched and prepared in-depth interview questions for an article on the leading-edge health care model designed by doctors at Renaissance Health in the U.S. which focuses on innovative patient-centered care, 2005.

1993 – 2008 Citations for articles in reverse chronological order are:

- **Resource World, *Peak Oil: Fact or Fiction?***
(Issue 6, Vol. 3 – March 2008)
- **Resource World, *Investment Outlook 2008 – Oil and Gas***
(Issue 6, Vol. 1 – December 2007/January 2008)
- **Resource World, *Radial Drilling technology optimizes oil and gas wells***
(Issue 5, Vol. 10 – October 2007)
- ***Shiatsu and High Blood Pressure (HBP)*** – A look at how HBP is eased by shiatsu, 2006
- ***Relieving Stress with Shiatsu*** – How shiatsu helped relieve stress in 4 people, 2005
- ***Computer Terminal Stress and Shiatsu, An Introduction*** – Creative Latitude, 2005
http://www.creativelatitude.com/articles/article_0405_visconti.html
- ***Quality and Implementation: Where Intent Convenes with Integrity*** – Creative Latitude, 2004
http://www.creativelatitude.com/articles/article_0804_visconti.html
- **Shiatsu National News and Shiatsu Global News** newsletters, Eagleheartdynamic website May – June 2004–2008. Writing and editing is ongoing.
- ***The Healing Art of Shiatsu***, Rising Women, Health and Wellness, Mar/April Issue, 2003
- **Dr. De Marco Answers Your Questions**
(Book review – Alternative Bookshelf section), Alternative Medicine, January 2002
- ***Tokujiro Namikoshi 1905–2000***, Massage Magazine, March/April 2001
- ***Flying High in the Canadian Rockies*** (Successful Practice section), Massage Therapy Journal, Summer 2001
- ***Support Program for MDs more popular than expected***
Canadian Medical Association Journal (CMAJ), November 28 2000
- ***Even Rodeo Cowboys Get Massage***, Massage Therapy Journal, Winter 2000
- ***Treating Carpal Tunnel Syndrome with Shiatsu***, Massage Therapy Journal, Summer 1996
- ***So Where Does It Hurt? Self-shiatsu treatment provides one form of relief from painful computer-related symptoms of Carpal Tunnel Syndrome***, Graphic Exchange, October/November 1996
- ***New Age learning model drives Toronto elementary school production of “Virtual Community” CD-ROM***, Graphic Exchange, Fourth Anniversary Issue, 1995
- ***Technology Ecology***, Computing Now, January 1994
- ***The Virtual Classroom, Redefining Learning Beyond the Four Walls***, Computing Now, November 1993

REFERENCES

Grace C. Visconti
403.246.0996

KATO THOMPSON, PAST PRESIDENT, CALGARY CHAPTER

The Crohn's and Colitis Foundation of Canada (Calgary Chapter)

Email: Kato Thompson katot@shaw.ca, **Tel:** (403) 245-1769

My position: Graphic designer, editor and writer

I have been a volunteer for the Calgary Chapter of the Crohn's and Colitis Foundation of Canada (CCFC) from 1999 to the present. I designed and produced the concept and format for their newsletter, *News & Views*. I made this publication more appealing in educational content and visuals. I have received positive comments from patients, doctors, researchers and nurses.

JEB BRUGMANN, FORMER SECRETARY GENERAL, ICLEI

The International Council for Local Environmental Initiatives (ICLEI) Toronto

Email: jbrugmann@city-states.com, **Tel:** (416) 461-1644

My position: Graphic designer

From 1993 - '96, I worked as a graphic designer for the International Council for Local Environmental Initiatives (ICLEI). ICLEI is a membership organization of local governments and their associations. The Council is dedicated to building and supporting a worldwide movement of local governments to achieve tangible improvements in global environmental conditions through the cumulative impact of local governments. Meeting tight deadlines for a great cause was a goal among the employees. I was a designer from ICLEI's inception and produced fliers, newsletters, manuals, international reports, charts, graphs etc.

TED BERLAND, FORMER EDITOR

The Massage Therapy Journal

Voice phone number is available upon request. Chicago IL area Fax: (773) 279-1394

Email: Ted Berland "writer@ted-berland.us" tedberland@comcast.net

My position: Freelance writer

Massage Therapy Journal Winter 2000, my feature article was published called "***Spectrum of Practice: Even Rodeo Cowboys Get Massage.***" This article was an extensive look at the Canadian Pro Rodeo Sport Medicine Team and the development of the multi-disciplinary approach of their program from its humble beginning to the present day. It focused on how massage therapy was included in the Canadian Pro Rodeo program and featured a major rodeo in Ponoka, Alberta. Also, it emphasized how the U.S. teams could benefit from the Canadians' experience of having massage therapists assist cowboys in the prevention of injuries. As a result of this article, massage therapists were added to the American Pro Rodeo Sport Medicine Team via the Justin Healer Program, where massage therapy now benefits the cowboys on the American Pro Rodeo circuit.

KENSEN SAITO, OWNER AND TEACHER, Toronto ON

The Shiatsu Academy of Tokyo, Tel: (416) 466-8780 (Toronto)

Email: [Kensen Saito <sait131@rogers.com>](mailto:kaisen@rogers.com)

My position: Freelance writer, graphic designer and Shiatsupractor®

I am an experienced Shiatsupractor® (Certified Shiatsu Practitioner). I received my training from Kensen Saito of the Shiatsu Academy of Tokyo, in Toronto, ON Canada (1991-'92). In 1995, I designed T-shirts and promotional materials for the 12th International Shiatsu Congress in Toronto where the originator of shiatsu, Tokujiro Namikoshi, was honored. In 1996, as a member of the Shiatsu Diffusion Society (SDS), I initiated the process of regulating shiatsu in Toronto with Kensen Saito and Jan McClory. This was a huge step for shiatsu and other alternative therapists who now require a holistic practitioner's license. By initiating the drive to regulate shiatsu, a clearer definition of alternative therapies resulted, changing the by-law at a municipal level. I designed, edited and produced the SDS *Thumbs Up for Shiatsu* newsletter. I participated in educating the public and politicians about the benefits of shiatsu.