

SIMONE ROTH

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simoneroth

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ARTIST STATEMENT

My creative process is typically driven by personal experience at both intrapsychic and interpersonal levels. Visual art is my primary form of expression as I find myself drawn to organic & synthetic materials.

Overall, my work symbolically documents & archives intensely felt moments and experiences and is related to self-concept, perception and identity.

WORK EXPERIENCE

GRAPHIC DESIGNER

CML BEAUTY GROUP (CANADA MEDLASER, SKIN SOCIETY BAR & BODY MEDSCULPT)

OCT 2021 - PRESENT

- Translate oral and written concepts into visual representations and portrayals
- Digital/graphic art generation for social media; establish and maintain visual brand guidelines
- Created logo and brand aesthetic for Body MedSculpt.
- Designed multiple Canada MedLaser Clinics exterior window-vinyl art and interior Clinic(s) lightboxes.
- Execute successful multimedia marketing projects in both digital and print form.

CREATIVE DESIGNER

JANETTE EWEN DESIGN

NOV 2019 - PRESENT

- Digital and handcrafted creative assistance for multiple clients.
- Curation of content & props for multimedia production during "lifestyle expert" segments.
- Social media marketing, gift guide construction & blog writing.
- Working with a variety of sponsors and clients, including Samsung, Scotch Tapes & Summer Fresh Foods.

OWNER & FOUNDER

ART HAPPENS

MAY 2018 - PRESENT

- Growing business which facilitates individual & group workshops to provide a fun, artistic & playful environment for kids.
- Exploring Explores creativity with instruction through the use of acrylics, watercolour, mixed mediums and a variety of materials to teach certain artistic skillsets.
- Current number of regular students is 15.

GRAPHIC DESIGN

FREELANCE

JUNE 2015 - PRESENT

- Volunteer creative projects, requiring the use of Adobe Photoshop and Adobe Illustrator, such as designing wireframes for "Concishare App", based in Scottsdale, AZ.
- Logo creation for Law Office, J.B. Caulking and "Uncle Stan's Sujuk".
- Web development and visual material design.
- Promotional advertisements for social media.

ART PROGRAM ASSISTANT

JEAN AUGUSTINE CENTRE FOR YOUNG WOMEN'S EMPOWERMENT

JULY 2017 - DECEMBER 2018

- Focused on supporting and planning the creative arts programme and providing input on the creative, conceptual development of multiple design projects.
- Responsible for full re-branding and development of monthly newsletter template, buttons, large scale banners and promotional materials.
- Successfully initiated and ran female empowerment workshops using sculpture, paint and 3D installation.

DESIGN ASSISTANT

LISA ROGER ENTERPRISES (DUNPAR HOMES)

MAY 2015 - JUNE 2018

- Organized and oversaw model home furniture sets for multimedia production and showrooms.
- Retail styling for fashion production segments on City TV's Cityline.
- Preliminary support during the lifestyle blog launch of 'Crafted by Lisa'.

FOUNDER

REELS TO RELAX

OCTOBER 2007 - JUNE 2014

- Founder of Reels to Relax, a charity with the objective of easing children's hospital experiences, after identifying a shortage of DVD/VHS films at Toronto's SickKids Hospital.
- Ran several public awareness campaigns, with the use of school fundraisers, soliciting corporate donations, the development of a website and multiple media appearances.
- Collected over 16,000 film donations which continue to be used by children inside the hospital.

EXHIBITION

Rooftop Apiary Painting

Fairmont Royal York Hotel
June 2016 - Present

Commissioned acrylic on canvas on display.
Renovation and redesign of the 14th floor outdoor space to support urban beekeeping.

"Me, Myself & You"

Durham Art Gallery
January 2015 - March 2015

Iron, 6ft. Stainless steel sculpture with mirrors.
Exploration of self concept and its sources of variation. bit.ly/simone-roth-exhibition

SKILLS

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

FINE ART

PHOTOGRAPHY

VISUAL MARKETING