

STEVEN TIAO

+

KEVIN HOESSLER

Steven Tiao
ACD, Design
Tiao.ca

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steven@tiao.ca
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Education

Graphic Design (Hons.) – Advanced Diploma, George Brown College, 2012

Work Experience

Associate Creative Director, King Ursa, 2022–Present

Sr. Art Director, King Ursa, 2021–2022

Sr. Art Director, The&Partnership, 2018–2021

Art Director, Leo Burnett, 2016–2018

Art Director / Designer, Juniper Park/TBWA, 2015–2016

Art Director, Leo Burnett, 2012–2015

Skills

Adobe Creative Suite: Photoshop, Illustrator, InDesign

HTML5 & CSS3 Fundamentals, HackerYou Certificate Course

Brand Experience

Automotive: Buick, General Motors, GMC, Nissan

CPG: Mr. Clean, Bounce, Gain

Energy: Enbridge

Financial: Canadian Imperial Bank of Commerce, Manulife, TD Bank

Food & Beverage: The Beer Store, Earls Kitchen+Bar, Dempster's,

Kellogg's, Kraft, Liquor Control Board of Ontario, Maple Lodge Farms,

Miller Lite, Sapporo, Sleeman, Smuckers

Telecommunication: Bell Canada, NorthwTel, Telus, Virgin Mobile

Retail: Canadian Tire, Ikea, Timberland Canada

Government and Non-Profit: Crime Stoppers Canada, Canada Post,

Raising The Roof

Accolades

The Advertising & Design Club of Canada, Applied Arts, Cannes Lions,

Cannes Young Lions, CASSIES, Communication Arts, Kinsale Sharks,

Media Innovation Awards, National Advertising Challenge, The One Show,

RGD Ontario, Young Guns

Talks/Judging/Panelist

2023—Applied Arts Magazine Juror, Advertising Category

2015/16—George Brown College: Year End Show Judge

2014—George Brown College: Speaker/Panelist, Working in Advertising

2014—5th Annual Creative Expo Talk by Applied Arts: Speaker/Panelist

References

Available upon request

STEVEN +
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KEVIN
HOESSLER

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Education

Humber College, Postgraduate – Advertising Copywriting, 2010
B. Comm (Hons.) – Marketing and Small Business/Entrepreneurship, 2008

Work Experience

Associate Creative Director, King Ursa, 2022–Present
Sr. Copywriter, King Ursa, 2021–2022
Sr. Copywriter, The&Partnership, 2018–2021
Copywriter, Leo Burnett, 2016–2018
Copywriter, Juniper Park/TBWA, 2015–2016
Copywriter, Young & Rubicam, 2013–2015
Copywriter, Leo Burnett, 2011–2013
Analyst, Millennium Research Group, 2008–2009

Skills

Microsoft Office

Brand Experience

Automotive: Buick, Ford, General Motors, GMC, Lincoln, Nissan, Jaguar
CPG: Mr. Clean, Bounce, Gain
Energy: Enbridge
Financial: Bank of Montreal, Canadian Imperial Bank of Commerce, Manulife, TD Bank
Food & Beverage: The Beer Store, Earls Kitchen+Bar, Dempster's, Kellogg's, Kraft, Liquor Control Board of Ontario, Maple Lodge Farms, Miller Lite, Moosehead, Robin Hood, Sapporo, Silk, Sleeman, Smuckers
Pharma: Advil, Robax
Retail: Canadian Tire, Ikea, Timberland Canada, Sobeys
Telecommunication: Bell Canada, NorthwesTel, Telus, Virgin Mobile
Government and Non-Profit: Crime Stoppers Canada, Canada Post, Raising The Roof

Accolades

The Advertising & Design Club of Canada, Applied Arts, Canadian Marketing Awards, Communication Arts, D&AD, Effies, Lürzer's Archive, Media Innovation Awards, National Advertising Challenge, Promo!, Strategy Magazine,

References

Available upon request