

ABOUT OUR TEAM

In addition to the dedicated work we do on campus, our team is made up of individuals with **specialized professional backgrounds** and **active creative practices** – staff who are uniquely positioned to support OCAD U students and alumni.

Established in 2013, the **Centre for Emerging Artists & Designers (CEAD)** sits alongside the other student-focused departments in the portfolio of the Vice-Provost, Students & International at OCAD U. The CEAD is particularly grateful to a range of outside funding partners who enable our full-time staff, on-campus student workers, and a network of contributing professional practitioners, to deliver impactful programs and services.

LEARN MORE

You can find all of our Career Development or Experiential Learning Program offerings by visiting us online at:

www.ocadu.ca/cead

CONTACT US

General Inquiries: cead@ocadu.ca

Career Development: careerdevelopment@ocadu.ca

Experiential Learning Program: explearning@ocadu.ca

 www.facebook.com/OCADUCEAD

 twitter.com/ocadu_cead

 www.linkedin.com > Groups > OCAD U Career Development

 [instagram.com/ocaduceed](https://www.instagram.com/ocaduceed)

VISIT US

Rosalie Sharp Pavilion, 115 McCaul Street - 3rd Floor
OCAD University
Toronto, ON M5T 1W1



NOTES FROM THE PROFESSIONAL WORLD



NOTES FROM THE ARTS AND CULTURAL SECTORS

Sky Gooden

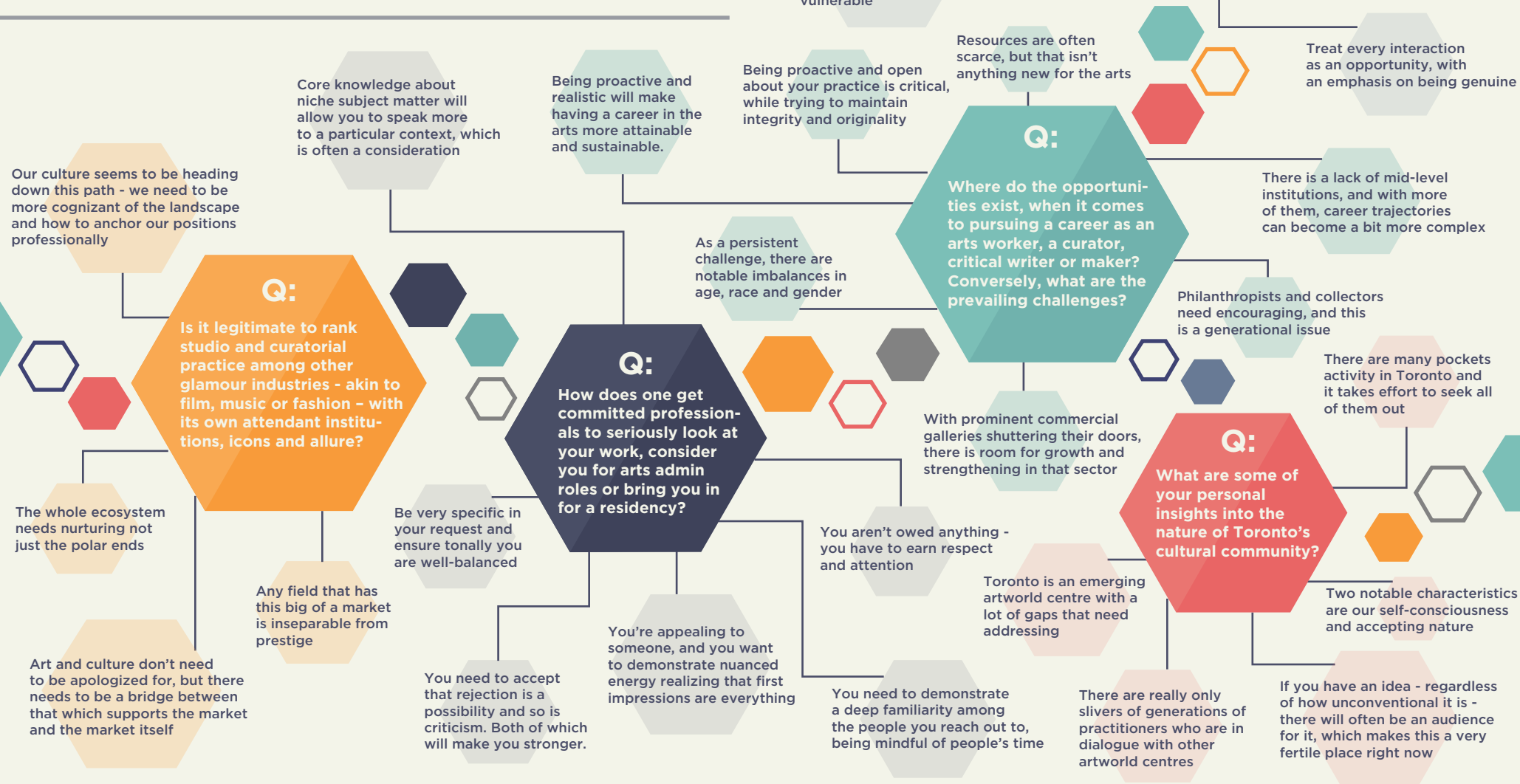
Founding Editor of Momus, an international online art publication. Holds an MFA in Criticism & Curatorial Practice from OCADU. Recipient of the 2016 Alumni of Influence Award in the "Trailblazer Award" category.

Esmaa Mohamoud

Visual Artist and Gallery Assistant at OCAD U Student Gallery. Holds an MFA from the Interdisciplinary Master's in Art, Media and Design at OCAD U. One of Artnet's "14 Emerging Women Artists to Watch in 2017".

Tak Pham

Architectural Historian and Curator. Holds an MFA in Criticism & Curatorial Practice from OCADU. Curator of the upcoming exhibition VPN to IRL at XPACE Cultural Centre, in partnership with Images Festival.



NOTES FROM THE DIGITAL MEDIA SECTOR



James Yoon
Director of Design
@ BlueDot



Olivia Trojanowski
Talent Acquisition
Specialist @ Gameloft



Kinetic Cafe

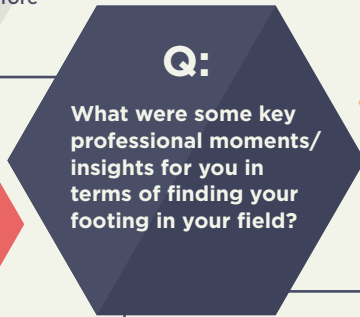
Richard Thomas
Principal & Head of
Insight and Foresight
@ Kinetic Café



Jeremy Bailey

"Famous New Media Artist"
and Creative Director
@ Freshbooks

Develop your own tools — you want to have the “weapon in the dark”, the thing that no one has seen or used before



In design consulting, the key realization was that it's not (solely) about the design or project itself, but rather the sociology of it. In other words, you have to be aware of the careers and desires of the people at the table and how the outcome of the project affects them.

Understand the different levels of design maturity at different companies and organizations, and what you can learn from (or bring to) those companies.

Eg. banks and government are 'design immature' in that they don't often prioritize design in their operations.

There should be an energy where people just want to be involved, regardless of their role/function.



There can be hundreds of points listed on a job description, but no one is expected to be able to do them all — a good generalist is someone who is curious and learns from execution and failure.

Someone who can roll up their sleeves and get it done, not just talk the talk

People who 'live and breathe' what we are trying to accomplish

Execution: people who don't *just* do what they're told, but *also* do what they're told

Be old-fashioned; take someone on the creative team out for a coffee and ask for advice, not a job

A conversation will tell us if their motivations and processes are a match

A track record of realizing projects that are culturally interesting

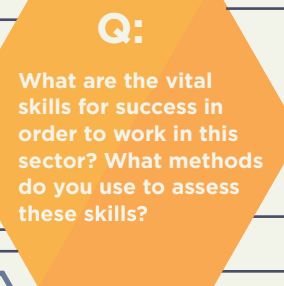
Flexibility

All things related to user experience and user interface

Working closely with many different kinds of stakeholders and users

Beyond skills, being research-driven and exploratory are the hallmarks of design talent.

That rare person who can 'do it all'? We know they are “unicorns”



Craftsmanship — a top-notch portfolio is the basic starting point

People don't need to know everything but they need to be smart enough to be taught, and have enough 'taste'

Applicants should not be afraid to ask for feedback on their unsuccessful applications

No generic applications

Mention as many relevant skills/experiences as you can — more not less



Reversal of traditional methodologies: designing based on properties of how things will be experienced, where this language and toolsets are still being developed

Creating new tools, eg. what tools are going to be used to design a 'believable' world in augmented reality?

Design prototyping; Augmented + virtual reality; End-to-end software design

Women need to advertise themselves and get out there



Workplace culture is an acute factor which attracts certain people

There needs to be more affirmative action - it's not tokenism, there just aren't enough female applicants