James McKeand | +1 (519) 998-9133 | jamesmckeand@gmail.com

Portfolio: www.jamesmckeand.com | Linkedin: www.linkedin.com/in/james-mckeand

Multimedia Designer | Learning Experience Specialist | Content Producer

Multimedia designer and content producer with 5+ years delivering video, motion graphics, and digital learning experiences. Currently at Ivey Business School — full pipeline ownership on a flagship executive education platform. Previously: 100+ training videos for Dialpad, 200+ assets for Learning Bird, and a 7-year freelance practice built on referral.

EXPERIENCE

Ivey School of Business — London*, ON*
Learning Experience Specialist — *November 2025 – Present*

- Produce hundreds of graphic assets and dozens of videos for Ivey Online; build AI avatar videos via HeyGen and AI-powered roleplay simulations inside the LMS — end-to-end pipeline ownership across cohort and self-paced programs.

TTI (Techtronic Industries) — Field Sales Representative — *May – Nov 2025*

Learning Bird — *Remote*
Multimedia Designer — *July 2024 – January 2025*

- Produced 200+ multimedia educational assets — video, motion graphics, graphic design — for Indigenous communities across Canada; full pipeline ownership, zero missed deadlines.

Dialpad Inc. — *Remote*
Instructional Multimedia Designer — *June 2023 – December 2023*

- Delivered 100+ training videos and animations for a global SaaS company's LMS launch in a 6-month sprint — scripting, storyboarding, filming, editing, animation, and upload end-to-end.

Renison University — *Waterloo, ON*
Multimedia Designer — *October 2020 – January 2023*

- Produced video, social content, and digital assets across 2.5 years — editorial calendar management, brand consistency, and multi-department coordination for a university brand.

ENTREPRENEURIAL EXPERIENCE

KAMA Events — Kitchener, Waterloo, and Toronto
Co-founder & Creative Director — October *2024 – Present*

- Co-founded a live events company scaling to thousands of attendees across Ontario — full ownership of creative direction, artist bookings, marketing campaigns, and event operations.

Summon · wesummon.com
Founder & Developer — 2024 – Present

- Built a full-stack fan-demand platform solo: Next.js, TypeScript, Supabase, Stripe, push notifications, programmatic SEO (1,000+ pages), and App Store submission.

Freelance Media Designer — Canada & Australia — Jan 2018 – Present

- 250+ photography, videography, and graphic design projects for 50+ clients — referral only, 7+ years. Event credits: Veld, Escapade (Ottawa), Illsoniq, Field Day Sydney, Ultra Australia. Artist work for Sonny Fodera and Adventure Club, and others.

EDUCATION

University of Waterloo — Bachelor of Arts (Honours), Global Business and Digital Arts

TECHNICAL SKILLS

Tools: Adobe Creative Suite · Lightroom · HeyGen · LMS Design · Figma · Claude Code

Disciplines: Video Production · Motion Graphics · Photography · Storyboarding · Instructional Design · AI Roleplay · Content Strategy