



**Dwayne Grech** (AKA Dwanye East)  
**Experience Design Director**

dwanye.east@gmail.com  
www.deastside.com

**EDUCATION**

**Web Design Post Graduate Certificate – Sheridan College**  
September 2007-April 2008  
Oakville, Canada

**Graphic Design Associate Degree – Seneca College**  
January 2002-April 2004  
Toronto, Canada

**WORK EXPERIENCE**

**Founder, Experience Design Director – Hello xLAB**  
November 2020-Present  
Osaka, Japan

Founded a small but multi-faceted Experience Design consultancy in Japan that looks to provide innovative solutions to businesses throughout the APAC market from strategic planning to design production services, focusing on emerging technology that helps connect people, places, and things better.

**Associate Experience Design Director – R&R Partners**  
June 2016-November 2020  
Las Vegas, USA

I manage several elaborate projects and responsibilities for many clients like the Las Vegas Convention Center and Visitors Authority, to name a few, Blockchains and NGA develop immersive experiences, lead the creative design of design and brand systems, and explore new innovative platforms. At the same time, I create and maintain healthy relationships with outside vendors and other resources.

As a thought leader, I need to present ideas that make the best impact, capitalize on existing and trending technologies and challenge the client's comfort zone.

**Director of Product Design – Horizon Direct**  
April 2014-June 2018  
Toronto, Canada

I led the branding and UI/UX design for a unique digital remittance platform that served diverse users that needed reliability, convenience, and peace of mind.

I helped design a sleek, inviting, and comfortable user experience that was enjoyed, but most importantly, helped disrupt an aging and less reliable industry.

**Digital Art Director – Critical Mass**  
October 2013-October 2015  
Toronto, Canada

Working with a design director and digital strategists, I collaborated with a diverse team of designers and developers on the Citi Bank Global to account for the Americas and Asian Pacific markets. We worked on customer-facing applications like the online banking website, mobile banking, and Apple Watch apps.



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#### **WORK EXPERIENCE**

**Digital Art Director – Momentum Advanced Solutions**  
February 2011-October 2013  
Toronto, Canada

Was the art director and design lead for the Chrysler Canada account, focusing on Dodge and Jeep vehicles.

Responsibilities included website and online marketing design and digital activations for the American and Canadian auto shows.

I specialized in interactive platforms that treated attendees to an enriched digital experience that informed and motivated Dodge and Jeep vehicles' purchase.

**User Interface Instructor (part-time) – Sheridan College**  
January 2011-April 2011  
Brampton, Canada

I instructed Software Development students in the first-ever UI-centric course in Canada to design.

I wasn't teaching an Art class, rather the aesthetics of designing and executing a solution while demystifying current UI myths and working with the analytical approaches developers have creating products for the end-user.

**Freelance Digital Designer**  
December 2009-January 2018  
Canada and at large

I provided many kinds of design services from print, branding motion, and interactive design. My freelance client ranged from SME businesses to large media and advertising companies around the world.

**Flash Designer – Organic**  
June 2008-December 2009  
Toronto, Canada

As my first job outside of school, I worked with a diverse team of designers and developers to produce digital collateral for clients like Chrysler/Dodge/Jeep and Bank of America.

I worked closely with Art Directors to learn storytelling and storyboarding in the digital environment and prepare presentations for clients.