

MONIQUE GAMACHE

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Monique Gamache came to the design world in part by chance (looking for career ideas while flipping through a university calendar), but also through a natural talent fostered at a young age. She recalls a time in second grade when her sketch of a very emotional purple face caught the attention of her teacher. Gamache's parents encouraged her artistic flair by enrolling her in a variety of art classes that helped develop her interests in oil painting, photography and book design.

After completing her major in communications design at the Emily Carr Institute of Art and Design in Vancouver, Gamache returned to Alberta to work in her field. She is currently partner and communications designer for WAX Partnership Inc. where she works with clients to develop accurate and memorable representations of the company in their annual reports, brochures, packaging, corporate identity stationery and websites.

Gamache likes to think of her craft as problem solving. "It's more than just making a product pretty. It's learning about the company, targeting the end user, and finding interesting and compelling solutions."

She says the key to discovering how best to represent a company is in the research. "Researching who they are, what their needs are and who their audience is — that's where the idea is, it's often something hidden but simple."

Gamache has received numerous awards for her work, and much of her inspiration comes from her love of being part of a talented team that she considers to be the best in their field. She stresses that the best work is done as a team: "This is not a solo effort."

Not only is Alberta home for Gamache, but she sees a lot of potential for great work to be produced right here in Calgary. "Calgary is a growing centre for design and is being recognized across North America."

