

CREATIVE FEATS INC.



Inventive concepts
creatively represented by
original designs.

Creative Feats Inc. is dedicated to developing strategic graphic solutions using traditional and new media.

Every creative feat successfully represents each client with originality, integrity and impact.

Personal client relationships are the inspiration for a clear vision, boundless creativity and contagious enthusiasm.



CREATIVE
FEATS INC

PARTIAL LIST OF CURRENT CLIENTS

Blyth Festival Theatre
The Church Restaurant
Ed's Concrete
Gallery Indigena
Green Communities Canada
Huron Perth Healthcare Alliance
The Old Prune
Stratford Lung Association
Perth County Visitors' Association
Quinlan Road Limited
Stratford Chefs School
Stratford Family Health Team
Stratford Symphony Orchestra
The Theatre Store
Tourism St. Marys
XIS

Heidi M. Holdsworth
CREATIVE DIRECTOR



CREATIVE
FEATS INC

Heidi Holdsworth is the owner, staff and conscience of Creative Feats Inc. in Stratford, Ontario – a successful graphic design business with a client list as diverse as the talents on which they rely.

Heidi is very comfortable with running her own business. After sampling a post secondary education in Fine Arts at University of Waterloo, Illustration and Graphic Design at Sheridan College, she moved back to her hometown of Stratford in 1983 and set up shop in the downtown. Four years of learning the ropes as graphic designer, print purchaser, office manager and janitor, inspired Heidi to move back to Toronto to explore life as a graphic designer in an advertising agency.

Three years, one sweatshop and three major ad agencies later, Heidi felt she had gained the experience and savvy to strike out on her own in Toronto.

Thus Creative Feats was born. After one very busy year working on freelance contracts for agencies and paying outrageous parking tickets she moved her business back once again to her hometown of Stratford in 1991.

Creative Feats has grown up and down in the last 12 years. At one point there were three full time graphic designers and one production coordinator working in the Creative Feats offices. However, the business of running the business was just too far removed from Heidi's real desire– to design.

Now she works very contentedly all by herself in an elegant and functional office nestled in the basement of her 1920's home. Complete with mature trees, a docile black lab, and no one to tell her to turn the music down, Heidi has found her niche in the often hectic and demanding world of graphic design.

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Heidi M. Holdsworth

1990 to Present | Creative Director
CREATIVE FEATS INC.
Graphic Design
Stratford, Ontario

1989 to 1990 | Art Director
BSB CANADA
Advertising Agency
Toronto, Ontario

1988 to 1989 | Art Director
GRAY O'ROURKE SUSSMAN
Retail Advertising
Toronto, Ontario

1987 to 1988 | Art Director
VICKERS & BENSON PROMOTION
Toronto, Ontario

1986 to 1987 | Art Director
T.P. O'MALLEY ADVERTISING
Toronto, Ontario

1983 to 1986 | Partner/Art Director
WALLER & PARTNER GRAPHIC DESIGN
Stratford, Ontario

EDUCATION

1982 to 1983 | Graphic Design
Sheridan College Oakville

1980 to 1982 | Illustration
Sheridan College Brampton

1978 | General Arts
University of Waterloo



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