

Elena Gariaeva

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Portfolio: www.lartstudio.com

Graphic Designer

Skills

- ✓ Over 7 years of experience in graphic, structural, and web design.
- ✓ Outstanding hand drawing and sketching skills, received formal education.
- ✓ Hands-on experience in marketing, PR, advertising and photography.
- ✓ Proficient in Adobe Creative Suite, web design and development tools (MAC and PC).
- ✓ Creative, with careful attention to detail and productivity.
- ✓ Proven track record of work on multiple concurrent projects under tight deadlines.
- ✓ Strong team-player with excellent management, interpersonal, and communication skills.
- ✓ Self-organized and self-motivated, works well with minimal supervision.
- ✓ Proactive problem solver, easy adapting, and open to feedback.

Technologies and Tools

- ✓ Adobe Photoshop, Illustrator
- ✓ Adobe Dreamweaver, Fireworks, Flash
- ✓ Quark X Press
- ✓ HTML, CSS, JavaScript
- ✓ MS Office, PowerPoint

CAREER SUMMARY

SR GRAPHIC DESIGNER, Harding Display Inc.
Fulltime / Contract / Freelance

Nov. 2004 – present

Joined the designers' team to develop effective, quality and expressive designs for major company's clients such as **Revlon, Molson, Cadbury, Nestle**, etc. Made a significant contribution to company's successful winning of Revlon Canada cosmetics display design tenders.

Key responsibilities included:

- Implementing client's marketing ideas, providing structural, and conceptual designs;
- Rendering photorealistic Point Of Purchase displays, Store Fixtures, In-Store Marketing Solutions, and Signage;
- Creating final artwork for production, including pre-press processing;
- Developing printed and online presentations;
- Designing company marketing materials such as brochures, booklets, technical illustrations, and other collateral.

WEB / GRAPHIC DESIGNER, K&E Consulting

Oct. 2002 – present

Freelance / Self-employed

Provided consulting and design services for company's clients with primary areas of responsibilities in:

- Developing professional web pages and user interface designs with a strong focus on detail, quality, usability, and maintaining design consistency;
- Providing oversight for web content and offering direction to maintain standards and brand
- Performing maintenance and content publishing tasks;
- Creating Flash animations and web banner ads;
- Developing and executing design and layout solutions for on-line and printed products with a high level of proficiency and artistry, including graphic concepts, product catalogs, advertisements, brochures, business cards, icons, logos, posters, and other marketing collateral.

Projects summary:

- www.aa-studio.com Feb. 2009 (ongoing maintenance)
AA Photo Studio is a Toronto based boutique company specializing in product, wedding, fashion and other commercial photography.
 - Created and developed design and layout of the AA Studio website using Adobe Photoshop CS3 and Adobe Illustrator CS3.
 - Created Flash animation in Adobe Flash CS3.
 - Created CSS styles and developed HTML code in Adobe Dreamweaver CS3.
- www.timelessmind.com Mar. 2008 – Apr. 2008 (ongoing maintenance)
TimelessMIND is a Toronto based customer-centric IT company offering customizable solutions to a variety of industries.
 - Developed the layout and design of the TimelessMind website in Photoshop CS3 and Fireworks CS3.
 - Created CSS styles and prepared HTML code for further PHP development in Adobe Dreamweaver CS3.
 - Created Flash animated introductions for the home page in Adobe Flash CS3.
 - Provided website quality assurance.
 - Assisted in the content managing.
 - Designed TimelessMind business cards using Photoshop CS3 and Illustrator CS3.
- g5e.com May 2007
G5 ENTERTAINMENT is a Stockholm based software company producing high quality downloadable games for digital networks: mobile, PC, home and portable.
 - Developed the layout and design of the G5 website using Adobe Photoshop CS3 and Fireworks CS3.
 - Provided website quality assurance.
- www.chocadoption.com Oct. 2006 (ongoing maintenance)
Caring Homes for Orphan Children is a registered name of Tzivos Hashem Canada, Inc., a full service adoption agency.
 - Designed the CHOC website, developed HTML and CSS code using Macromedia Dreamweaver MX, Fireworks MX and Adobe Photoshop CS.
 - Provide website maintenance as needed.
- www.desperatelydifferent.com Mar. 2006 (ongoing maintenance)
Desperately Different is a Toronto based fashion design company.
 - Developed web galleries for Desperately Different past collections, updated PHP code using Macromedia Dreamweaver MX and Adobe Dreamweaver CS3.
 - Provided website maintenance as needed.
 - Prepared the graphics and pictures for placing the collections for the on-line sales.

Other previous and recent projects:

- www.transit37.com
- www.pochemuchka.com (language of the site is Russian)
- www.dlgpartners.com (Flash template redesign)

For the complete list of the projects please visit www.lartstudio.com/graphic/portfolio/web/

MARKETING / CREATIVE DIRECTOR, Desperately Different Inc.
Contract / Freelance

Dec. 2006 – Feb. 2008

As a co-partner in contemporary design clothing company dealt with a great variety of business development and administration tasks. Developed company's exclusive fabric print which represented the Spring/Summer 2008 collection. Was responsible for:

- Developing company's marketing and advertising strategy;
- Organizing company's Spring/Summer 2008 collection presentation at the major industry annual NY trade show "The Train NY" in September 2007;
- Organizing and supervising local trade shows and sale events;
- Managing B to B and B to C sales;
- Establishing and maintaining industry contacts, organizing and participating in presentations, and promotional events;
- Participating in sample design process, supervising samples production;
- Designing and supervising the production of the company's marketing and promotional literature, such as printed and on-line catalogs, media portfolio, style sheets, brochures, presentations, ads, and other collateral with an outstanding level of creativity and artistry;
- Planning and organizing photoshoots;
- Managing maintenance and promotion of the company's website.

GRAPHIC DESIGNER, Dexim Merchandising Group
Contract

May. 2004 – June. 2004

- Created a variety of photorealistic POP displays renders for company's clients using Adobe Photoshop.
- Designed email graphic presentations.
- Provided technical drawings and blueprints for corrugated displays using SCORE software.

MARKETING MANAGER, Union Card, Processing Company Moscow
Fulltime

Set. 1994 – Nov. 1996

As a member of the marketing team participated in creating designs and managing production of trade show booths, displays, marketing literature and other visual aids for various presentations and conferences.

EDUCATION

WEBMASTER CONTENT SITE DESIGN, Certificate with High Honours
Seneca College of Applied Arts and Technology, Toronto, ON

Sep. 2003 – Dec.2003

MS COMPUTER SCIENCE, Diploma with High Honours
Moscow State University of Electronics and Mathematics, Moscow, Russia

Sep. 1991 – Jan. 1997