

OBJECTIVE: Employment that fully utilizes my skills and diverse experience in web and graphic design as well as offers the opportunity for professional development.

SUMMARY:

- Web/Graphic Designer with extensive experience in web, graphic design, print production and marketing.
- Developed and maintained web sites using advanced web techniques (web standards compliant code with emphasis on browser compatibility, accessibility, usability and search engine optimization).
- Solid understanding of user experience (UX) design concepts and best practices. Designed responsive user interfaces (UI) for web and mobile applications with focus on user needs and business requirements.
- Strong desktop publishing and graphic design skills. Experience in producing graphics and layouts for a variety of projects from concept to completion.
- Excellent knowledge of print production, four color printing process, spot color separation and pre-flighting documents for output with digital and offset printing.
- Experience with digital photography and image editing, use of scanners and DSLR cameras.
- Ability to multitask, manage and focus on number of projects in a fast-paced, dynamic work environment and meeting tight deadlines. Good problem solving skills.
- Creative, positive, self-motivated, energetic and detail-oriented, with the ability to work independently and as a team player. Always willing to learn and improve.

SKILLS: Proficient with both **Windows** and **Mac** operating systems.
Graphics & Desktop Publishing Software: Adobe Photoshop, InDesign, Illustrator, Acrobat, QuarkXPress, CorelDraw, MS Word, PowerPoint, Excel, Access, Visio, Outlook, Publisher, PhotoDraw
Web Design Software: Adobe Dreamweaver, Flash, Fireworks, FormsCentral
Internet Specific: HTML, CSS, XML, JavaScript, ActionScript, WordPress, SEO
Plug-Ins: Quite Imposing, Enfocus PitStop, PDF Snake, FlashEff2
Variable Data Software: PrintShop Mail

WORK EXPERIENCE:**2011 – 2014****Web Designer - Ensil Canada Ltd, Toronto**

- Developed and maintained Ensil's web sites, created websites for new facilities and departments. Designed landing pages, online application forms and surveys as well as slideshows and other interactive web elements using HTML, CSS, XML and JavaScript.
- Produced mock-ups, wireframes and prototypes that translate the business goals into user-friendly interfaces for web and company's internal applications.
- Managed all aspects of company's web sites, including search-friendly content design, valid HTML/CSS and JavaScript coding, URL naming, ongoing websites updates, search engine optimization and marketing (SEO and SEM).
- Analyzed web traffic to formulate web marketing strategy using Google Analytics, Google Webmaster Tools and other web analytics software.
- Published Ensil's technical news, press releases and marketing articles online in effort to expand company web presence.
- Utilized my photography experience to deliver graphic assets for inclusion in projects design. Prepared video files for the web.
- Created and maintained web sites and databases through Content Management System (WordPress), customized existing CMS themes and plugins. Responsible for front-end programming, cross-browser and usability testing of websites.

WORK EXPERIENCE:

2005 – 2011

Graphic/Web Designer - Minuteman Press, Toronto

- Responsible for maintenance of company web site, performed routine updates of Minuteman online products catalog using Adobe Dreamweaver.
- Created and implemented online marketing campaigns. Integrated graphics created for print into web files (landing pages, e-newsletters and web campaigns documents).
- Designed corporate stationery, flyers, brochures, forms, labels, calendars, restaurant menus, signs and large format banners for companies such as Speedy Auto Services, President's Choice, Willison Chrysler, Zellers using Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Corrected client-provided files making artwork reproducible. Converted digital files into fully-imposed, trapped and ready for offset press.
- Implemented variable data for print using PrintShop Mail software.
- Expert working knowledge of digital printers (Konica Minolta and Xerox).

2002 - 2005

Web/Graphic Designer (Freelancer)

- Designed new web sites and re-designed existing web pages to meet clients' requirements. Created web templates using HTML, CSS and JavaScript to facilitate consistency and flexibility of web pages.
- Collaborated with managers, engineers and directors to define the business requirements, website architecture, navigation and functionality. Participated in all stages of web development process including requirements gathering, architecture documentation, interface design, prototyping and usability testing. Recommended solutions for improving the user experience.
- Worked directly with clients to develop unique and successful corporate branding.
- Designed marketing promotional materials (catalogues, commercial booklets, corporate annual reports, ads, flyers, posters) and prepared files for electronic publishing (e-books and e-brochures).
- Duties included pre-flighting all design works and sending the jobs via FTP to the printers.
- Produced commercial photography of a wide range of subjects both in studio and on location. Performed photo retouching and image color corrections using Adobe Photoshop.
- Created PowerPoint presentations, Flash greeting cards and animation.

EDUCATION:

Web Design

George Brown College, Toronto

Computer Graphic Design and Layout Program

Seneca College, Toronto

Computers and Application of Computer in Education

(MS Word, PowerPoint, PhotoDraw, Access, Excel, Visual Basic, Front Page and HTML)

Alon College, Israel

Bachelor of Science

Kharkov State University, Ukraine

(Evaluated by York University, Toronto)

PORTFOLIO:

Please visit my on-line portfolio at www.artdesignconcept.com and photo gallery website at www.dgphotolink.com