

DINA BELAIA, B.F.A.

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PROFILE:

A Graphic Artist with over 7 years of experience and a broad set of skills, combining modern digital technologies with the traditional visual art training

HIGHLIGHTS of my QUALIFICATIONS:

- **Graphic Design:** typography, page layout, imaging (creation/digital manipulation), corporate identity
- **Pre-press Production:** retouching, scanning, colour correction, all aspects of preparing files for output
- **Traditional Visual Art:** illustration, sketching, photography, drawing, painting, interior murals

SOFTWARE KNOWLEDGE:

- Adobe PhotoShop CS3
- Adobe Illustrator CS3
- Adobe InDesign CS3
- Dreamweaver CS3
- Adobe Acrobat Pro
- CorelDraw 10.0
- Microsoft Word
- Proficient in electronic file transfer protocols (*email/ftp/web*) and different storage media (*cd/sit/etc*)
- Fluent in Mac and PC (*last worked in OSX and Windows 7*)

EXPERIENCE:

Graphic Artist: *Centre for Local Food Initiatives* 2012-current

- Posters and advertisements design; face-painting at the farmers' market

Graphic Artist: *Freelance projects* 2008-2011

- *KittyPrivy:* Designed logotype, stationery, website, and show booth materials (backdrop, card holders etc.)
- *Zaccheo & Associates Inc.:* Designed a corporate identity set: a logotype, stationery, and a website
- *Annelaine Production, Digital Legacy Institute, Managed Analytic Services:* Designed logos for these firms
- *Various:* Hand-made books, private portraits and illustrations, online image stocks, face-painting

Graphic Artist: *Orchard Intl., developer of creative gift and promotional items for beauty, home décor and other industries*
Freelance project (2 months), placement by The Creative Group 2007

- Designed/illustrated gift and cosmetic packaging, decorations and patterns for them
- Created numerous mock-ups for possible product packaging and presentations

Graphic Artist: *Nyman Ink, an information design firm* 1999 – 2008

- Designed and produced magazines, newsletters, brochures, annual reports, corporate identity (logos & stationery) for clients such as *Starlight Children's Foundation, Disney, Ricoh Canada, UofT Art Centre* and many more
- Dealt with all aspects of producing a publication: scanning, retouching, colour correction, illustration, typography, page layout, revisions from clients and editors, and all phases of pre-press production
- Worked on various projects with tight timelines (e.g. periodicals), never missing a deadline

Graphic Artist: *Electronic Palette Inc., an advertising firm (Freelance project, 5 months)* 2004

- Produced all printed materials for the *Budweiser* European Soccer advertising campaign, which included image and blank posters, danglers, coasters, pennant strings, placemats, scratch cards and more
- Produced all printed materials for the *TD Canada Trust International Jazz Festival* advertising campaign, which included banners, posters, bus and bridge artworks and more, about 50 pieces for each of ten cities
- Produced various other artworks for clients such as *TD Canada Trust, Budweiser, Bud Light, Bell Canada*
- Production included assembling and laying-out numerous images into an artwork, high-end retouching, colour correction and separation, image troubleshooting such as ensuring for the correct logos and legal lines, as well as corporate colours and fonts, delivering proofs to clients and final artwork to printers etc.

Illustrator: *Curriculum Plus publishers (Freelance project)* 2000 – 2001

- Created the original freehand watercolour illustration sets for three different children's books

Graphic Artist: *The Printing Press Inc., a graphic design company* 1998 – 1999

- Designed and produced advertisements, flyers, invitations, logos, corporate identity packages etc.
- Fully understood pre-press file preparation process while working directly with printing press operators

Graphic Artist: *The Traders' Forum, retail firm* 1998

- Produced catalog; initial grounding in design and production of the printed materials

DEMONSTRATED SKILLS:

Fast learner — easily acquire new skills and eager to excel at existing ones

- Quickly master new software on the job while working – learned new programs at every position acquired
- Keep current with the industry trends by attending professional workshops and seminars such as Adobe events

Communication and teamwork

- Routinely worked with clients, editors, writers, production managers, printers and press operators throughout the entire design and production process at both Nyman Ink and The Printing Press Inc

Extremely detail and deadline oriented

- Thoroughly checked/proof-read materials to ensure they were free of typographical and production errors
- Worked extensively on deadline-sensitive projects (e.g., newspaper ads , periodicals), never missed a deadline

EDUCATION and ACHIEVEMENTS:

- Honour Bachelor of Fine Arts (Visual Arts, Graphic Design Department), York University, 1998
 - Member of the Dean's Honour Roll, 1998; Ian White Memorial Book Award for Academic Excellence, 1997
- Certificate, Colour Correction in Photoshop course, DPA Communications, 2000
- Certificate, Colour Print Production course, DPA Communications, 2000