



OBJECTIVE

- ▶ To obtain a position as a Graphic / Web Designer & Developer

CAREER PROFILE

- ▶ Experienced in the fields of Graphic and Web Design & Development in English & French.
- ▶ Diploma in Graphic / Web Design, graduating top of the class with honours and a Bachelor of Fine Arts.
- ▶ Listened to the business/marketing needs of a client to produce both technically & visually exceptional work.
- ▶ Skilled at determining the medium best suited to achieve the desired visual effect and the most appropriate vehicle for communication; paper invitation vs. e-vite with registration online & a PHP database.
- ▶ Handled the full cycle from concept to final product on small projects (pamphlets, business cards) and large assignments (creating a corporate image) in a quick and precise manner.
- ▶ Applied innovation & creativity in transforming ideas into tangible products; constructed an e-template & an e-design for Sears catalogue; modernizing its production; saving an enormous amount of time & money.
- ▶ Professional, innovative, goal-oriented, team player.

TECHNICAL SKILLS

- ▶ Worked on both the MAC & PC
- ▶ Highly skilled using the following software (latest versions) for both platforms:
 - Photoshop, Illustrator, Indesign, Acrobat, QuarkXpress, FinalCut, Word, Access, Excel, PowerPoint, DreamWeaver, Flash, JavaScript, CSS, DHTML, XML, PHP, MySQL & LotusNotes

PROFESSIONAL EXPERIENCE

Graphic / Web Design **Fasken Martineau DuMoulin LLP, Toronto** **1997 – present**

Canadian-based law firm with approximately 600 lawyers & 2000 staff, with office across Canada and worldwide.

- ▶ Designed magazine and newspaper announcements and ads for new partners and management
- ▶ Created paper and electronic invitations for clients and in-house events
- ▶ Developed marketing materials for outside events such as logos, brochures, ads, calendars, posters & flyers
 - Maintained corporate standards through in-house design studio to produce quick & effective marketing
- ▶ Produced PowerPoint presentations and paper Request For Proposals for partners to potential clients
 - Providing selling tools to potential clients that lead to new business worth millions of dollars
- ▶ Created multimedia games & social event favours for student lawyers
 - Developed incentives for new lawyers to join the firm with a 90%+ success rate
- ▶ Designed electronic work calendars
 - Provided departments with a system for tracking cyclical projects to ensure timely completion
- ▶ Managed the design, architecture and production of 4 internets, 4 intranets, 1 extranet and numerous databases
 - Enabled the firm to reach their clients, potential lawyers and staff with up-to-date pertinent information
- ▶ Constructed event databases
 - Simplified the organization of events and increased attendance
- ▶ Wrote and produced interface & work manuals for in-house software: Hummingbird & CorpLink
- ▶ Network Administrator for the design studio
 - Offered in-house computer assistance & IT budgeting, which saved the firm money
- ▶ Volunteer co-chair for various charities
 - Raised over a hundred of thousand dollars for charity

PROFESSIONAL EXPERIENCE (CONTINUED)

Graphic / Web Design

Beylah Rosenbaum Designs, Toronto

1996 – present

A comprehensive portfolio can be found at www.beylahrosenbaum.com/portfolio-a.html

- ▶ Highly experienced in Software Architecture and Interface Design – CorpLink Software
- ▶ Produced packaging, brochure, ads and corporate communication – Korall Group (supplements producers)
- ▶ Designed ads, catalogues, posters and converted Sears catalogue to electronic – Networks Design Studios
- ▶ Converted magazine to electronic and trained staff – MuscleMag Magazine
- ▶ Created in-house manuals and trained staff – Cannex Financial Exchange
- ▶ Responsible for corporate communication, ads, brochures and t-shirt design – Body•Body Men's Clothing Store

- ▶ Designed and constructed websites starting from a concept, logo or colour:

www.beylahrosenbaum.com

www.darnumbers.com

www.meao-cfs.on.ca

www.cceam.com

www.blacklimo.ca

www.cfpdp.com

www.doylestowngroup.com

www.claudethomson.com

www.chezetienne.com

www.rollingrampage.com

- ▶ Various websites that are no longer live may be viewed at www.beylahrosenbaum.com/portfolio-d.html

EDUCATION

University of Toronto – **Fine Art Degree**

George Brown College – **Graphic Design Honours Diploma**

ACCOMPLISHMENTS (Self-Taught)

- ▶ Computer Graphic Design
 - Highly skilled in latest software for computer graphic designs
- ▶ PHP / MySQL Programming
 - Produce databases for registration, e-business, site protection, and questionnaires
- ▶ CSS
 - Create websites consistent in style and re-interface generic blogs & guest books to match the website style
- ▶ Flash and Action Script
 - Enabling websites and e-vites to be animated and innovating

VOLUNTEER EXPERIENCE

- ▶ **Canadian Foundation for Physically Disabled Persons (CFPDP)** 2006 – present
 - Webmaster
- ▶ **Myalgic Encephalomyelitis Association of Ontario (MEAO)** 2009 – present
 - Webmaster
- ▶ **Crohns & Colitis** 1997 – present
 - Graphic designer / Consultant for new website
- ▶ **Friends For Life Bike Rally (AIDs Fundraiser)** 2006 – 2007
 - Webmaster / Graphic Designer
- ▶ **Heart & Stroke Foundation** 1997 – 2005
 - Produced on-line instruction manuals