

HIGHLIGHTS of SKILLS and QUALIFICATIONS

- 20 years graphic design experience, including 8 years as a senior motion graphic/video specialist
- Accomplished in logo design, branding, page layout, packaging design, typography, illustration, animation, motion graphics, photography and video
- Skilled in creating visually pleasing, highly functional and easily navigable websites
- Extensive experience in printing industry and pre-press work
- Highly collaborative, with strong leadership, interpersonal and communication skills
- Exceptionally well organized; excel in managing files and projects

RELEVANT EXPERIENCE

Senior Motion Graphic Designer, PineLake Communications, Waterloo ON 2010 - 2014

- Produced motion graphic/video advertisements and product manuals for highly respected and globally recognized brands
- Created unique informative/entertaining user experiences in corporate communication pieces
- Designed highly customized graphic elements for motion graphic video animations

Accomplishments:

- Helped in attracting a powerful client base and contributed to a continuous business growth

Senior Motion Graphic Designer, Cineplex Digital Solutions, Waterloo ON 2000 - 2009

- Produced video spots; from client consultation, making storyboards, capturing footage, editing, adding sound and video effects, animating graphics, to final rendering and encoding
- Led complex projects, delegated tasks and supervised the quality of work and progress
- Established relationships with clients such as Holt Renfrew, Future Shop and Rogers, and managed their motion graphic requirements

Accomplishments:

- Conceived and implemented a highly efficient docket system, avoiding confusion and inaccuracy, doubling the speed of production and simplifying the accounting process
- Devised a project/file naming convention; increasing clarity and completely eliminating misinterpretation and time wasting through unnecessary replication of activities
- Initiated and developed the branding for the company and designed their website, creating a new image which better represented the company
- Automated repetitive clerical and file management tasks that were needed in monthly contract projects; considerably reducing the time requirements and the possibility for errors
- Continuously researched the latest trends and software products, keeping the company current and ahead of the competition

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Graphic Designer, *Simpson Print, Bloomingdale ON*

1996 - 2000

- Created graphic designs and layouts for print production
- Pre-press; received art files from clients and creative agencies and made adjustments for the printing requirements
- Maintained contacts with clients and tended to their needs

Accomplishments:

- Facilitated the upgrading of the art department's technology and computer hardware to a higher level; increasing the efficiency and productivity
- Initiated and organized regular sporting and social activities for the employees; resulting in a healthier, upbeat, closely knit work environment

VOLUNTEER WORK

Mountain Bike Park Developer, *Region of Waterloo, Kitchener-Waterloo ON*

2001 - 2014

- Responsible for the management and maintenance of the park and its 25 km trail network
- Conceived, planned, organized and executed extensive park development projects
- Prepared and coordinated communication materials, including the website, e-newsletters, signage, maps and information kiosks
- Successfully promoted membership, volunteering and sponsorship involvement
- Organized board meetings, negotiations, conferences and fund-raising events

Accomplishments:

- Conceptualized and created a highly valued tourist destination; prime quality trail network/mountain bike park, which attracts an estimated 200 users daily
- Laid-out and built trails in an environmentally sustainable and erosion safe way, with minimal impact on the surrounding nature; while minimizing the maintenance requirements
- Initiated and facilitated the signing of an unprecedented legal Stewardship Agreement between the Region of Waterloo (the public landowner) and a volunteer organization

SOFTWARE EXPERTISE

- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe After Effects CC
- Adobe Muse CC
- Adobe Premiere CC
- Adobe InDesign CC

AWARDS

Winner in Best Use of Content, DIGI Awards

2008

Gold in Digital Signage Category, Icon Sales and Marketing Club

2005

EDUCATION

Graphic Design Diploma, *Bogdan Suput College, Novi Sad, Serbia*