Natasha Vasilevich

SENIOR GRAPHIC DESIGNER

Toronto

tashvas@hotmail.com

• Over 15 years of design, branding, advertising and editorial layout (in English, French and Spanish) and art direction (including print, television and photo shoot experience) • Considerable design experience within an agency setting working on such accounts as Bell Canada, IKEA, LCBO, Kellogg's, Proctor & Gamble, Yellow Pages and TD Bank. • Design Management graduate from Ryerson University; including courses in human resources, project management and marketing • Successfully visually communicated the benefits of products and services through print advertising, iPad App layout design, trade show collateral, product manuals, annual reports and published books • 7 years of monthly advertorial and one/two pages ads featured in mainstream consumer publications, fitness industry magazines, and supplement trade publications
• Extensive experience developing and executing photo shoots; including model selection, photographer selection, working with stylists and directing shoots • Successfully designed layouts that granted a more desirable editorial placement in many publications including Cosmopolitan, Star and Oxygen magazine • Consistently created relevant and compelling communication materials including editorial and advertorial spreads, CD covers for a record company, and logos for charitable organizations and pre-school • Over 14 years experience using all Adobe graphic programs and Quark Xpress, has received updated training in Adobe Creative Suite 6 • Experience overseeing creative projects from concept to completion within an in-house marketing department and creative departments at a record company, advertising agency, international parenting magazine, and national newspaper

Specialties: Graphic design and art direction, design management, photoshoot direction, branding, editorial and advertising design.

Experience

Marketing Communications Graphic Design Specialist

Bell Canada

Toronto
Jan 2015 - Present

Senior Graphic Designer

Leo Burnett Canada

Toronto
Aug 2012 - Jan 2015

• Graphic design and production of all print items for all Leo Burnett clients including OOH, POP, magazine and newspaper advertising, grassroots marketing products and direct mail items
• Full collaborative relationship with Art and Creative Directors, Print Producers, Art Buyers and Account Executives
• Extensive experience working on Bell Canada, IKEA, LCBO, Kellogg's, Proctor & Gamble, Yellow Pages and TD Bank
• Support for all design and preparation needs for client presentations and campaign pitches
• Preparation and final retouching/colour correcting of agency award boards

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Senior Graphic Designer

The Creative Group

Toronto, ON
Oct 2011 - Aug 2012

Contracts: FUSE Marketing, Direct Antidote, Leo Burnett, The Office of the Auditor General of Ontario

• Graphic design and production services performed on a freelance/contract basis.
• Projects include design and layout of magazine/newspaper advertisements, CIBC and Canadian Tire, Air Miles print marketing collateral and nationwide liquor promotion materials
• Layout of the Auditor General of Ontario 2012 Annual Report
• Art direction, design and production of all marketing materials including high-end catalogues, tearsheets, pricelists, advertising (print and web)

Senior Graphic Designer (Freelance)

Freelancers Unlimited Inc.

Toronto, ON
Mar 2011 - Oct 2011

Placements: TAXI 2 , Strano & Pettigrew Design Associates, Euro RSCG Life Canada, Innocean Worldwide Canada. Graphic Design and production services on a freelance basis.

• Graphic Design, Art Direction and Production services performed on a freelance basis
• Projects include nation-wide liquor promotion materials, nation-wide Koodo newspaper ads, Koodo out-of-home and POS materials, out-of-home and magazine inserts for Addition Elle (fashion), and pharmaceutical print advertising materials

Senior Graphic Designer

Iovate Health Sciences Inc.

Oakville, ON
Jan 2004 - Mar 2011

• Art direction, design and production of marketing materials ranging from prints ads (including advertorials), packaging, POS, tradeshow booths, promotional books and flyers
• On-location design staff for packaged goods and supplements commercial filming
• Responsible for the art direction and the supervision of photoshoots from the hiring of photographers, make-up artists and stylists to the retouching of photos working with budgets ranging from $10,000 to $120,000
• Promoted to Intermediate role in 2005 and Senior role in 2008
• Led team of 3 to 5 designers, mentored junior and intermediate staff, contributed to and was consulted on their yearly performance reviews
• Involved in the hiring and testing process of all new graphic designers for print roles
• Liased with members of the legal, media, talent relations and interactive departments, and outside vendors to ensure time-lines, budgets and compliance guidelines were met

Graphic Designer

Northern Artists Professional Imaging

Toronto, ON
Aug 2002 - Jan 2004

• Art direction, design and production of all print projects that included invitations, posters, flyers, business cards and signage for customers
• Extensive restoration and rehabilitation of damaged and old images
• High-resolution scanning of film, transparencies and reflective items
• Conversion of data files to RGB slides (for projection)

Graphic Designer

Due North Communications

Toronto, ON
May 2000 - Jun 2001

• Design, production and occasional art direction of all print projects that included direct mail, catalogues, newspaper advertisements, newsletters and POS items
• Created mock-ups for client presentations
• Responsible for shipping and/or uploading files to FTP sites

Education

Design Management Certificate

Ryerson University

Toronto, ON
May 2005 - May 2007

Graphic Design Diploma (with Honours)

Seneca College

Toronto, ON
Sep 1997 - Apr 2000

Bachelor of Arts

Trent University

Peterborough, ON
Sep 1994 - Apr 1998

Bell Canada

Certificates/Training

Web Development Certificate

2011 DPA Communications

Advanced Training Adobe CS3 Training

2008 Harper Burnham & Associates Certified Trainers

Teambuilding & Coaching Certificate

2007 Management Performance Center

Certificate of Achievement, Gourmet Typography

2006 Registered Graphic Designers of Ontario

Certificate in Advanced Adobe Photoshop CS

2005 DPA Communications

Certificate in Advanced Adobe Illustrator CS

2004 DPA Communications

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