

# tovaraykin

## design + communications

329 W 29th Street #801  
New York, NY 10001  
Tel: 917.319.2912  
Email: me@traykin.com  
www.traykin.com

## Experience

### 2006-Present Graphic & Web Designer Freelance

#### New York, USA & Melbourne, Australia

End-to-end design and development of websites, emails, printed materials and copy writing. Consultant in Marketing and Communications practices for companies based in New York and Australia.

### 2007-Present Graphic & Web Designer Maniscalco Design New York, USA

Print design, Web design and development, Branding and Advertising, Client and account management in a Design Studio environment. Clients included Columbus Citizens Foundation, Time Inc, Sports Illustrated, Caucus New Jersey.

### 2006-2007 Graphic Designer Targetbase Integrated Melbourne, Australia

Conceptualization and design of collateral for Print, Web and Multimedia in a Marketing Agency environment. Clients Included Lenovo PCs, Dulux Paints, and Invista Stainmaster Carpets. Strong focus on design principles and practices for direct and online marketing.

Worked on all stages of design process. Creative conceptualization, Art and creative direction. Additionally wrote copy for various projects and functioned in the realm of account and project management where necessary.

### 2004-2006: Marketing Director Aish

#### Melbourne, Australia

Management and design of Marketing Collateral for Youth-oriented non-profit organization.

Initiated and created monthly HTML newsletter of events, oversaw and worked on design and relaunch of new website, worked on various facets of event management and publicity.

## Education

### Bachelor of Communications Bachelor of Multimedia Design (double bachelor's degree)

Monash University, Melbourne Australia

- Major in International Studies, Minor in Visual Culture
- High Distinction (A Grade) average
- Acceptance into 'Golden Key' international honor society

## Technical Skills

### Graphic, Web and Multimedia Design:

Adobe Photoshop, Adobe Illustrator, Adobe GoLive, Adobe InDesign, Macromedia Flash, Macromedia Director, Macromedia Dreamweaver, Macromedia Fireworks

### Digital Video and Audio:

Adobe Premiere, Adobe After Effects, Adobe Audition, Apple Final Cut Pro, Apple DVD Studio Pro

### Programming:

XHTML, CSS, Visual Basic.NET, Actionscript, Lingo, Coldfusion, PHP and SQL

### Operating Systems and General:

MS Windows, Mac OSX, MS Office, MS Powerpoint, Apple Keynote.

### Communication Skills:

Verbal and written (English), Professional Writing, Copywriting. Additional Languages spoken: Hebrew

## Interests

Film, art, photography, travel, nature, design trends and visual culture, live music, books and reading, playing guitar, sewing and crafts, cooking.

## References

Susan E. Plant (New York, NY)  
Project Director  
Columbus Citizens Foundation  
(212) 249-9923  
splant@columbuscitizens.org

Joseph Maniscalco (New York, NY)  
Owner, Maniscalco Design  
(212) 481-0222, (917) 975-7969  
studio@maniscalcodesign.com

Jerun Spriggs Terlaak (Melbourne, Australia)  
Creative & Interactive Manager, Targetbase Integrated  
+6142 886 0279  
jterlaak@thefuelagency.com.au

Andrew Saffer (Melbourne, Australia)  
Managing Director, Aish Australia  
+613 9507 2323  
asaffer@aish.com