

tovaraykin

design + communications

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Experience

2008-Present Graphic & Web Designer Freelance New York, USA

End-to-end design and development solutions for various organizations based in New York.

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

Branding, advertising and web design/development at a mid-town design studio. Clients include: 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 an agency environment. Clients include: Lenovo PCs, Dulux Paints, and Invista Stainmaster Carpets. Strong focus on direct and online marketing.

- Work on all stages of design process - from conceptualization through to finished art
- Creative conceptualization
- Art and creative direction
- Copywriting
- Account management, project management and client management.

2006-Present Designer Good Ray Design + Communications Freelance operation in Graphic Design and Communications

- Design of Corporate Identity, Websites, Print material, e-mail campaigns, Advertising and MySpace campaigns for small businesses and sole traders.
- Business development, marketing, account management and client management.
- Consultant on effective marketing practices and communications strategies.

2004-2006: Marketing Director Aish Melbourne, Australia

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

- Creation of HTML-based monthly emails of events and activities.
- Redesign and relaunch of website.
- Event publicity and management

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, Professional Writing.
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
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Columbus Citizens Foundation
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Joseph Maniscalco
Owner, Maniscalco Design
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