

Elina Rubuliak

graphic design

San Francisco, California www.elinar.org elina@elinar.org



Summary

I am a motivated, innovative graphic designer with over seven years of industry experience. I possess a natural eye for usability, a conceptual mind, strong leadership skills and am passionate about creating sophisticated, functional designs that appeal to, bring value to and engage the user.

Professional Experience

Graphic Designer 12/2008–present

Red Room Omnimedia Corporation (redroom.com), San Francisco, California

Developing new interactivity and design features from concept to release for a social networking site created for writers. As lead designer, conceptualizing the user experience by planning wireframes, user flows, navigation, user stories and personas to create easy-to-use interfaces. Preparing page mock-ups and plans for developers. Generating original company identity and personality. Copywriting marketing and user help text. Contributing to the overall marketing design direction for the website. Directing and providing creative direction to junior and contract designers.

Freelance Graphic Designer 01/2002–present

Designing and executing print solutions for a variety of clients and collaborative projects, including book layout and pre-press work for Weldon Owen Inc., preliminary designs for an exterior two-story building wrap for The Art Institute of California – San Francisco; a stationery system for the California Oaks Foundation; various posters and maps for the Health Law Institute, Faculty of Law, University of Alberta; promotional materials for the Peninsula Youth Theatre and a gallery catalogue for The Fibre Art Network: Professional Fibre Artists of Western Canada.

Acquisitionist and Production Artist 12/2003–05/2005

Duval House Publishing, Edmonton, Canada

Designed and developed layouts and imagery for educational textbooks and supplemental materials. Collaborated with writers, editors, designers and printers to prepare pre-press files for printing. Located and acquired textual materials, artistic works, graphics and photographs to appear in publications; corresponded and negotiated copyright terms and usage fees with clients, artists, archivists, organizations, and individuals; budgeted licensing costs and archived final permission files and records for completed projects.

Visual Presentation Intern 03/2003–05/2003

Royal Alberta Museum, Edmonton, Canada

Participated in the development and construction of original three-dimensional dioramas for the permanent exhibit, *Wild Alberta*.

Promotions Assistant 08/2002–04/2003

Grant MacEwan Students' Association, Edmonton, Canada

Designed print promotional materials for Students' Association activities, events and campaigns on the Centre for the Arts and Communications campus.

Education

Bachelor of Science Degree in Graphic Design 10/2005–10/2008

The Art Institute of California – San Francisco

Cumulative GPA of 4.0

Diploma in Visual Communication & Design 09/2001–04/2003

Grant MacEwan College, Edmonton, Alberta, Canada

Specialization in Design & Visual Presentation

Design Foundations Certificate 09/2000–06/2001

Visual Communication Design faculty

Grant MacEwan College, Edmonton, Alberta, Canada

Affiliations, Awards and Events

AIGA 2007–present

Member of the San Francisco chapter of The American Institute of Graphic Arts.

Best in Show for Graphic Design 2008

Awarded Best in Show for my graphic design portfolio at The Art Institute of California – San Francisco Graduation Show.

The Design Innovation Club 2005–2008

Participated in and led the official student graphic design club at The Art Institute of California – San Francisco, which curated three annual exhibitions of the juried design work and fine art as well as hosted several events and competitions throughout the year.

PINC Show 2008

Attended the annual conference organized by the Printing Industries of Northern California. Partook in seminars on bindery and finishing production, ecological printing techniques and practices, sustainable printing, marketing and preflighting files for press.

UPPERcase Collective 2006

Partook in a collaborative project in which fourteen artists created two limited-edition artists' books: *Pandora's Box*—a handmade book using traditional, non-digital methods and a wide variety of mediums, and *Spirituality*—created using the traditional letterpress. Both books have appeared in several exhibitions across the United States.

Technical Skills and Software

- Strong working knowledge of user-interface design processes
- Experience developing functional online environments for a diverse range of users
- Solid understanding of web design and navigation
- Basic coding in XHTML and CSS
- Mac OS and Windows platforms

Adobe Acrobat	Adobe InDesign
Adobe After Effects	Adobe Photoshop
Adobe Dreamweaver	Microsoft Office
Adobe Illustrator	QuarkXPress