

ELINA RUBULIAK

UI + GRAPHIC DESIGN

www.elinar.org

San Francisco Bay Area, California elina@elinar.org

PROFESSIONAL EXPERIENCE

UI DESIGNER

11/2011–PRESENT

Formspring.me, San Francisco, California

- Design and implement assets for an interest-based social Q&A site
- Prepare and deploy production-ready HTML and CSS
- Optimize site interface to perform within existing system capabilities and limitations
- Integrate usability testing to optimize engagement and user acquisition
- Create concepts, experience flows, prototypes, and user research scenarios
- Design and act as lead for all visual marketing assets
- Oversee design and implementation of email notifications and campaigns
- Prepare static and animated advertising for promotional campaigns
- Refine and implement brand development and guidelines

GRAPHIC DESIGNER

06/2009–09/2011

Berkeley Electronic Press (bepress.com), Berkeley, California

- Designed and prepared CSS for digital journals and institutional repositories
- Advised and collaborated user experience improvements with development team
- Launched and managed feature product website, Digital Commons
- Prepared all digital, print, and presentation marketing materials
- Led growth, development, and usage guidelines of company brand
- Refined marketing objectives and strategy and improved user experience
- Improved existing workflows and internal resources

GRAPHIC DESIGNER

12/2008–04/2009

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

- Oversaw design and interface of social platform for the literary community
- Designed concepts and mock-ups of dynamic modules and features
- Researched and implemented social channel integration strategies
- Prepared wireframes, navigation, and user interfaces
- Developed company identity and branding
- Produced digital and print marketing materials

GRAPHIC DESIGNER

01/2002–10/2009

Provided freelance print solutions for clients, including:

- The California Oaks Foundation
- The Health Law Institute at the University of Alberta
- The Art Institute of California – San Francisco
- Red Blossom Tea Company
- Wedding stationery and signage for various couples

GRAPHIC DESIGNER

08/2008–11/2008

Weldon Owen Inc. (weldonowen.com), San Francisco, California

- Designed concept and layout for proposed projects and sample books
- Aided in the production and marketing of trade children's books
- Prepared photographs and illustrations for print
- Researched images from photographers, archives, and stock suppliers

ACQUISITIONIST AND PRODUCTION ARTIST

12/2003–05/2005

Duval House Publishing, Edmonton, Canada

- Developed graphics and illustrations for educational textbooks
- Acquired text, artistic works, and photographs to appear in publication
- Worked with printers to prepare pre-press files for print
- Designed print marketing materials

VISUAL PRESENTATION INTERN

03/2003–05/2003

Royal Alberta Museum (royalalbertamuseum.ca), Edmonton, Canada

- Constructed dioramas for *Wild Alberta*, a permanent gallery exhibit on the local ecosystem and conservation

TO SUM IT UP

Experienced UI designer, versatile in web and print design, user experience, working collaboratively, brand development, and strategic marketing. With over a decade of industry experience, I create elegant, flexible, functional work that engages an audience and makes the world a more aesthetically pleasing place.

EDUCATION

BACHELOR OF SCIENCE IN GRAPHIC DESIGN

10/2005–10/2008

The Art Institute of California – San Francisco

Graduated with cumulative GPA of 4.0

Awarded Best in Show for Graphic Design

DIPLOMA IN VISUAL COMMUNICATION AND DESIGN

09/2000–04/2003

Grant MacEwan College, Edmonton, Canada

Major in Design and Visual Presentation

AFFILIATIONS AND EVENTS

AIGA MEMBERSHIP

2007–PRESENT

Active member of the San Francisco chapter of The American Institute of Graphic Arts

VISUAL MEDIA CONFERENCE

2011

Attended seminars on the latest trends and technologies on designing for web and mobile, marketing, SEO and analytics, and cross-media content delivery

PINC SHOW CONFERENCE

2008

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

TECHNICAL SKILLS

- Web and user interface design and social integration
- HTML and CSS (hand-coding)
- Versatile print design and collateral development
- Branding and identity development
- Book, publication, and editorial layout
- Concept development and strategic planning
- Information graphics, illustration, and typography
- Working within an Agile Scrum development team

SOFTWARE

- Adobe Photoshop
- Adobe Flash
- Microsoft Office
- Google Docs
- Wordpress
- Sendgrid
- Adobe InDesign
- Adobe Illustrator
- Google Analytics
- BitBucket
- Mercurial
- Atlassian Confluence
- Atlassian JIRA
- Trello

References available upon request,
or see my testimonials page: elinar.org/testimonials