


ELINA RUBULIAK

GRAPHIC DESIGN

www.elinar.org

 Oakland, California

 elina@elinar.org

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER 06/2009–09/2011

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

- Led growth and development of company's visual brand
- Launched and managed of the Digital Commons website
- Created site designs for online journals and institutional repositories
- Prepared versatile digital, print, and presentation materials for company and clients
- Advised and collaborated to improve user experience and interface usability
- Evaluated and improved interaction and online communication with clients
- Managed company-wide design projects and schedule
- Spearheaded the production and refinement of documentation, resulting in improved client comprehension and experience
- Consulted to refine marketing objectives and strategy
- Improved existing workflows and internal resources
- Directed, mentored, and managed the workflow of junior designer

FREELANCE GRAPHIC DESIGNER 01/2002–10/2009

Developed print and digital pieces for a variety of clients and projects, including:

- Branding design and stationery for Etsy.com vendors
- Packaging design for Red Blossom Tea Company
- Exterior building wrap for The Art Institute of California – San Francisco
- A complete stationery system for the California Oaks Foundation
- Conference materials for the Health Law Institute at the University of Alberta
- Wedding stationery for various couples

GRAPHIC DESIGNER 12/2008–04/2009

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

- Developed company identity and branding
- Produced marketing materials
- Oversaw design and user interface of expanding company website
- Planned and prepared concepts and site mock-ups
- Researched social networking integration strategies
- Prepared wireframes, navigation, and interfaces
- Copy-wrote marketing and customer support text
- Directed junior designer

GRAPHIC DESIGNER 08/2008–11/2008

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

- Aided in the production and marketing of trade children's books
- Designed concept and layout for proposed projects and sample 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
- Designed print marketing materials
- Acquired text, artistic works, and photographs to appear in publication
- Oversaw contract and licensing negotiations
- Worked with printers to prepare pre-press files for print

VISUAL PRESENTATION INTERN 03/2003–05/2003

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

- Aided in the construction of original dioramas for *Wild Alberta*, a permanent gallery exhibit on the local ecosystem and conservation
- Worked with curators, historians, and art directors to launch a large-scale public exhibit

TO SUM IT UP

Experienced design professional with strengths in versatile print and web design, user experience, collaborative work style, brand growth and development, marketing and strategic planning. With over ten years of industry experience, I create elegant, flexible, functional designs that engage an audience and make the world a more aesthetically pleasing place.

AFFILIATIONS, AWARDS, AND EVENTS

AIGA MEMBERSHIP 2007–PRESENT

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

ART INSTITUTE BEST IN SHOW 2008

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

THE DESIGN INNOVATION CLUB 2005–2008

Curated three annual exhibitions of juried design work and fine art as well as hosted several events and competitions throughout the year as the president and participant of the official student graphic design club at The Art Institute of California – San Francisco

EDUCATION

BACHELOR OF SCIENCE IN GRAPHIC DESIGN 10/2005–10/2008

The Art Institute of California – San Francisco
Graduated Magna Cum Laude, Best in Show

DIPLOMA IN VISUAL COMMUNICATION AND DESIGN 09/2000–04/2003

Grant MacEwan College, Edmonton, Canada
Specialized in Design and Visual Presentation

TECHNICAL SKILLS

- Web and user interface design and social network integration
- Branding and identity development
- Versatile print design and collateral development
- Concept development and strategic planning
- Marketing strategy and project management
- Information graphics, illustration, and typography
- Adobe Illustrator, InDesign, and Photoshop
- Google Docs, Google Analytics, Google SketchUp
- Microsoft Word, PowerPoint, Excel
- Core HTML and CSS

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