

Cheryl Paulsen

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Relevant Skills

InDesign CS4
Photoshop CS4
Illustrator CS4
Dreamweaver CS4
Flash CS4
Acrobat CS4
Distiller CS4
Quark XPress
(X)HTML
CSS
jQuery
MS Office

Typography, Page Layout and Hierarchy, Pre-press, and Concept Creative; Excellent verbal and written communication; Highly organized with excellent time management and deadline conscious; Fluent on both Mac and PC Platforms; W3C Web Standards compliant XHTML and CSS

Education

Graphic Design for Print & Web 2010
Humber College

Honours Bachelor of Science Degree (Psychology) 2006
University of Toronto

Relevant Work Experience

Freelance Graphic Designer

Merit OpenShop Contractors Association of Ontario, Toronto 2009 – Present

- Create design concepts & execute layouts for various printed marketing materials
- Enhance & manipulate company stock photos for use in marketing media

Marketing and Administrative Assistant

Merit OpenShop Contractors Association of Ontario, Toronto 2008 – 2009

- Design & update marketing materials and communications
- Update & maintain company website

Graphic Designer

Twain Jewellers, Toronto Summer 2008

- Conceptualize & design printed media for store use and digital media for web use
- Photograph jewellery items and touch-up images as required

New Media Designer

Rimcon Inc., Toronto 2006 – 2008

- Design, code, and maintain company website (www.rimcon.com)
- Photograph, edit, and create graphics for use on website
- Assist in defining company's visual identity, including logo design

Volunteer Experience

Marketing Team Photographer

U of T Scarborough Student's Union (SCSU), Scarborough 2006 – 2007

- Photograph events and edit images for use in print and web communication media
- Participate in weekly strategy meetings and execute promotional events with team

Newsletter Layout Editor & Photographer

U of T International Student Centre (ISC), Scarborough 2006 – 2007

- Design and organize layout of bi-monthly print newsletter
- Create banners, logos, and collages for use in newsletter and website

Professional Development

RGD Ontario Student Member, Ryerson TAGA Volunteer (Technical Association of the Graphic Arts), Digital Photographer, Screen Printing Artist, OAC French Immersion Student

References available upon request.

Portfolio viewing available at: www.cherylpaulsen.com