

SKILLS & SPECIALIZATIONS

- Software** MAC/PC: HTML5/CSS3; Responsive/Mobile Web Design Frameworks; OmniGraffle and Balsamiq; Adobe Creative Suite 6 (Photoshop, Illustrator, Flash, Fireworks, Dreamweaver; Acrobat, InDesign); MS Office 2010 / 13 (Word, PowerPoint, Excel and Visio);
- UI/UX/Web Design** More than 10 years of experience in the field; expert in mobile-first / responsive web design; specialist in UI / UX wireframing & design / web infographics for marketing / visual design for web; expert in icon / font / web forms design; Flash/PPT/Keynote multimedia presentations; PDF/Word forms; working knowledge of user research methodologies
- Graphic Design** More than 15 years of experience in the field; expertise in packaging design / product design / manuals / info-graphics; design for print including layout, pre-press and production; corporate branding / promo including logo / icon design, "How-to" manuals; digital image manipulation
- Illustration** More than 15 years of experience in the field; expert in traditional / vector illustration for web and print; infographics / icon / vignette design

WORK HISTORY

- 01/2013 – present** **Visual User Interface Designer** (Supplemental / full time)
IBM Software Group, Markham
- Responsibilities:** UI / UX design for mobile / responsive websites and applications; full range of graphics from concept/wireframe to high-fidelity prototyping; icons, logos and illustrations; collaboration with developers; active participation in collective brainstorming and the development of UI / UX concepts
- Projects:** **Enterprise Marketing Management** - UI / UX conceptual wireframing and design for mobile/desktop applications, creating visual graphs
Client Experience Management System - UI / UX conceptual wireframing / high-fidelity design for mobile application, as well as providing blue-prints with CSS codes to the developers and the development of mobile icons; infographics and interactive charts
Blue Mix / Cloud OE - wireframing / high-fidelity designs; iconography and illustrations, as well as providing blue-prints with CSS codes to the developers and implementing quality control
JazzHub / Jazz.net web portals - UI design / identifiers / icons and illustrated web banners
O-Auto Insurance Mobile Application - UI / logo design
- 03/2011 – 01/2013** **Senior UI / Web / Graphic Designer and Illustrator** (Contractor)
241 Design Studio, Toronto
- Responsibilities:** Web / UI / icons and Graphic design for corporate customers; corporate ID and branding, including logo design and documentation; infographics and illustrations
- Projects:** **500px.com website prototypes** - HTML5 responsive website templates
Meritcon Inc. - UI / web design for e-Commerce website and application, as well as corporate ID
Cross Trek Group - UI / web design of the corporate website
Roots Canada - Web banners design
CBC | CTV | Global TV | CHCH TV | The National Post | The Toronto Star | Sun Media - Illustration services for news media

- 10/2006 – 03/2011 Senior UI Designer / Web and Print Designer (Full time)**
Alpha Global IT, Toronto
- Responsibilities:** Web / UI design for corporate websites and marketing applications; video kiosk / Flash / PPT multimedia presentations; corporate ID and branding including logo / icon design; DTP and brochure layout / design; infographics / interactive forms
- Projects:** **GlobeMed® and Universal e-Health MD® applications** - High-fidelity UI design and development of application interfaces including the creation of 2,500 original icons
<http://www.alphainc.org> - UI / web design for corporate website
Canada-India International Health Care Projects - Flash / PPT multimedia presentations
- 11/2005 – 09/2006 Lead UI Designer (Full time)**
Klick e-Health Communications, Toronto
- Responsibilities:** UI prototyping / design for websites and applications; multimedia presentations in Flash format for e-learning applications; infographics
- Projects:** Pharmaceutical Corporations - UI prototyping / design for websites and applications
- 08/2001 – 07/2005 Web / Print Designer and Product Illustrator (Full time)**
Cosmoda Corporation, Toronto
- Responsibilities:** Web design for corporate website; animated banners for corporate website; corporate ID including logo / icon design; layout / design of marketing materials for print and web distribution; packaging and product design; infographics and product illustrations; online manuals and PDF forms
- Projects:** **<http://cosmoda.com>** - Web design / maintenance and animated banners
ELLE | Roots Canada | Jeep Yahoo | Dickies | Keith Haring - UI prototyping / design for corporate websites; design / layout of marketing materials; product packaging and illustration
- 04/ 2001 – 08/2001 Graphic Designer / Illustrator (Freelance)**
Design, illustration and PPT projects for corporate clients (Livewire Communications, Integrated Health Communications, Magna International, Four Seasons Hotels and Resorts and Wal-Mart)
- 04/1999 – 03/2001 Graphic Designer (Full time)**
The Brothers Markle Inc., Toronto
Environmental simulations of external signs (including drafts with measures using various scales)
- 08/1993 – 03/1997 GUI Design/Graphic and Font Design (Full time)**
International Scanvec Amiable Inc., Tel-Aviv, Israel
Designed packaging for company software (CASmate-Pro®, ColorPro®, EnRoute®); prepared presentation graphics for trade shows; developed UI for apps; created icons for software products
- 10/1991 – 08/1993 Graphic Design/Technical Illustration (Full time)**
Rav-Car / Tagid Ltd. / Machine Engraving Ltd., Tel-Aviv, Israel
Produced designs for logos, banners and signs; produced technical drawings of car parts

EDUCATION | TRAINING

- 1993 – 1994 Post-Graduate** - Computer Graphics, "Career" College, Israel
- 1985 – 1991 MFA in Illustration & Graphic Design** - State Culture and Art University, USSR (Tashkent, UZ)
- 1980 – 1985 BFA in Commercial Art & Graphic Design** - State Art College, USSR (Tashkent, UZ)