

NATALIA GROSNER

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416.720.0806

OBJECTIVES

To design for all areas I am passionate, including branding, packaging, interior, editorial, type and motion. The ideal would be an opportunity as a designer or art director in a team environment that is challenging, rewarding, and innovative.

EDUCATION

Sept. 2000 – April 2003

Algonquin College: Graphic Design Program - *Graphic Design Diploma Received*

WORK EXPERIENCE

Sept 2007 – Oct 2008

Juniper Park / BBDO

Senior Designer

Address: 2 Bloor St W.

Phone & Contact: To be provided

PACKAGING & BRANDING

Working within a team, I've been responsible for creating original brand designs for Juniper's clients. I've worked on developing early design concepts, names and flavors to finalizing production, producing 3D mock-ups, commissioning illustrations and art directing photo shoots.

June 2007 – Sept 2007

Rogers Publishing

Freelance Designer

Address: 1 Mount Pleasant Road

Phone: 416 764 2420

Contact: Cameron Williamson (CD)

LAYOUT DESIGN

As a freelance designer for both Chatelaine and Flare magazines, I had to produce various layouts under tight deadlines. As both magazine were undergoing major redesigns, I got to bring in many new ideas and changes to the book's overall look.

October 2005 – Jan 2007

Fashion magazine / St. Joseph Media

Associate Designer

Address: 111 Queen St East, Toronto

Phone: 416 364 3333

Contact: Tony Smith (art director) x.4080

LAYOUT, STYLING & ART DIRECTION

As Associate Designer for one of Canada's top fashion magazines, I worked closely with the Art Director, creating layouts and concepts for each issue. I made sure all pages were ready for print, art directed and styled various photo shoots and retouched images.

October 2004 – October 2005

Style Communications Inc.

Art Director/Production Manager

Address: 555 Richmond St West, Toronto

Phone: 416 738 2099

Contact: Marilisa Racco (editor-in-chief)

LAYOUT & PRODUCTION

As Art Director I was responsible for the design and artistic direction of Style and Style Homme, published monthly and yearly respectively. Style Homme was launched January 2005 under my creative control. The masthead and template that I created for both publications are still being used.

As production manager I was responsible dealing directly with the advertisers and ensuring ads were received, and ready for print. I also oversaw the printing process, signing off on proofs and attending press checks.

September 2003 – August 2004

Mirror Magazine

Creative Director

Address: 37 Clarence St. Ottawa

Phone: 613 244 1251

Contact: Cu Van Ha (publisher)

PRINT & LAYOUT / CREATIVE CONTENT

As Creative Director I was responsible for anything to do with art, photography and design. I managed all creative content, found new artists to feature and was always present at photo shoots to impose my vision for the magazine. I also developed Mirror's layout & masthead, as well as their corporate identity.

March 2003 – July 2004

Envision Online Media Inc.

Web Designer

Address: 1150 Morrison Dr., Ottawa

Phone Number: 613 594 2804

Contact: Todd Jamieson (president)

WEB & MULTIMEDIA DESIGN

My job required working with a group of developers to build dynamic content driven web sites. The challenge was to make great looking web sites, that are functional & can still be manageable by the clients.

SKILLS

Strong communication and problem solving skills.
Executing ideas under tight deadlines.
Bringing original perspectives into all projects.
Commitment to do the best work no matter how big or small the project.
Diverse proficiency (illustration, print, photography, web).
Bilingual: English & Portuguese.

REFERENCE

Reference letters will be provided on request, but feel free to contact any of my past employers.