



marina beniaminov

PORTFOLIO: [webamuzed.com](http://webamuzed.com)  
MOBILE: 647.501.3457

EMAIL: [marina.beniaminov@gmail.com](mailto:marina.beniaminov@gmail.com)  
LINKEDIN: [linkedin.com/in/marinabeniaminov](https://www.linkedin.com/in/marinabeniaminov)

ART DIRECTION | BRANDING | GRAPHIC DESIGN | UX DESIGN | TYPOGRAPHY

Senior Designer/Art Director with 15+ years of experience specializing in high-end design. A deadline driven, multitasking specialist with a portfolio that includes magazines, brochures, catalogues and ads in digital media, print and mobile.

## ACCOMPLISHMENTS

(click on each to find out more)

01/2003 - Present

### **CONCURRENT**

### **FREELANCE PROJECTS**

PIXEL STUDIOS

11/2014 - 11/2016

### **SENIOR DESIGNER/**

### **FREELANCE CONSULTANT**

BMO FINANCIAL GROUP

05/2011 – 02/2013;

11/2013 – 11/2014

### **GRAPHIC DESIGNER/**

### **FREELANCE CONSULTANT**

GE, DIGITAL ENERGY

08/2005 - 05/2011

### **PRODUCTION ARTIST**

LCBO

11/2001 - 12/2002

### **SENIOR GRAPHIC/**

### **WEB DESIGNER**

HARLEQUIN ENTERPRISES LTD

3/2000 - 10/2001

### **FRONT-END DEVELOPER,**

### **GRAPHIC ARTIST**

MICROFORUM INC.

4/1998 - 1/2000

### **PRODUCTION COORDINATOR,**

### **DESIGNER**

BOOKS IN CANADA

## SPECIAL SKILLS

Developing branding solutions from initial sketch to final product

Distilling complex requirements into creative, clean, understandable design

Successfully managing time and sharing skills in a team environment  
and independently.

### HARDWARE:

Comfortable in both MAC and PC environments,  
and a wide variety of hardware peripherals

### SOFTWARE:

Adobe CC: Photoshop, InDesign, Illustrator, Acrobat, Animate,  
DreamWeaver; QuarkXpress; Microsoft Office: Word, Excel, PowerPoint,  
Outlook; Keynote; Google Web Designer (HTML5 ads)

### COMPUTER LANGUAGES:

HTML, CSS

### LANGUAGES:

Fluent in both English and Russian

## EDUCATION

1998-1999:

AutoDesk 3-D Studio MAX and AutoCAD 2000, Seneca

1997:

Computer Graphics & Layout, Seneca

1996-1998:

Architectural Science, Ryerson Polytechnic University

1995:

OSSD, C.W. Jefferys C. I.

Completed a special fine arts and design program

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**CONCURRENT  
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PIXEL STUDIOS

Designed the e-shops and managed production graphics for St Joseph's Media websites: FashionMagazine.com, CanadianFamily.ca, TorontoLife.com and WeddingBells.ca and SearsAdvantage.ca



11/2014 - 11/2016

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FREELANCE CONSULTANT**  
BMO FINANCIAL GROUP

05/2011 - 02/2013;

11/2013 - 11/2014

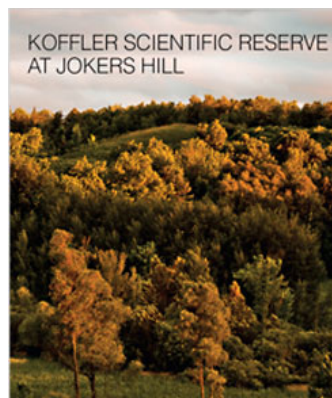
**GRAPHIC DESIGNER/  
FREELANCE CONSULTANT**  
GE, DIGITAL ENERGY

Consulted on template design, layout and branding compliance of PowerPoint presentations for Invesco Canada Ltd.

Directed and coordinated design of Koffler Scientific Reserve at Jokers Hill, a publication for University of Toronto, Faculty of Art & Science. The publication was used to raise funds and awareness for the research facility.

08/2005 - 05/2011

**PRODUCTION ARTIST**  
LCBO



11/2001 - 12/2002

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WEB DESIGNER**  
HARLEQUIN ENTERPRISES LTD

3/2000 - 10/2001

**FRONT-END DEVELOPER,  
GRAPHIC ARTIST**  
MICROFORUM INC.

Established brand identity and directed web and print layouts for Altimate Gear (AltimateGear.com and Reevu-USA.com).

Consulted on SEO, web usability, design/GUI templates for WordPress driven sites. Examples of these are torontobotanicalgarden.ca, pencanada.ca and amfleitec.com.

4/1998 - 1/2000

**PRODUCTION COORDINATOR,  
DESIGNER**  
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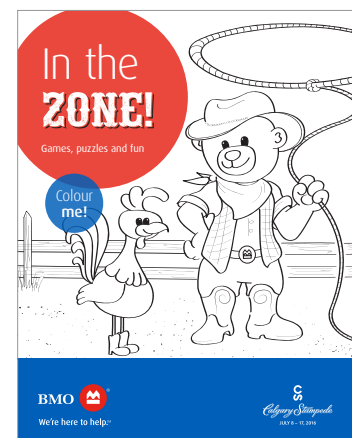
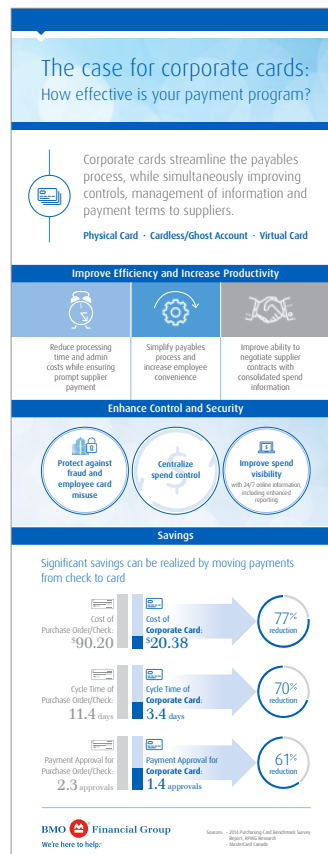
Consult on template design, layout and brand compliance for various marketing collateral

Developed marketing campaigns to effectively drive new and established products

Advised on cost/time estimates and collaborated with project management, marketing and executive departments

Managed design of various marketing collateral: brochures, ads and direct marketing campaigns (print and digital), event signage, and executive PowerPoint presentations for internal and external clients

Advised and developed compelling and easy to read product infographics while maintaining BMO brand



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11/2014 - 11/2016

### SENIOR DESIGNER/ FREELANCE CONSULTANT BMO FINANCIAL GROUP

05/2011 – 02/2013;

11/2013 – 11/2014

### GRAPHIC DESIGNER/ FREELANCE CONSULTANT GE, DIGITAL ENERGY

Managed design of marketing collateral and various concurrent publications to effectively drive new product launches and training seminars.

Established project management/design process guidelines for a more effective workflow, increasing the production of marketing collateral by 200% while reducing overall cost and time spent on projects.

Consulted on Environmental Design and visual impact of information booths for international consumer events. An example of one of these events was CIGRE 2014 in Paris, France. Attended by over 3000 senior executives/experts from the worldwide power industry, it showcased GE Digital Energy's products to customers from over 85 countries.

Managed the translation of marketing and web collateral into 10+ languages increasing international brand to consumer reach. This multilingual collateral helped increase upfront sales, customer retention and service renewal.

Advised and developed compelling and easy to read product infographics/diagrams while maintaining complex engineering logic and integrity.

Advised on cost/time estimates and collaborated with product management, sales and development teams.

08/2005 - 05/2011

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11/2001 - 12/2002

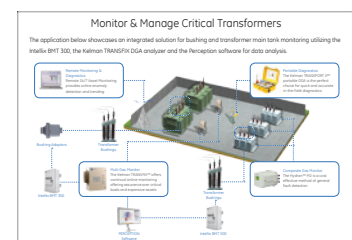
### SENIOR GRAPHIC/ WEB DESIGNER HARLEQUIN ENTERPRISES LTD

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### FRONT-END DEVELOPER, GRAPHIC ARTIST MICROFORUM INC.

4/1998 - 1/2000

### PRODUCTION COORDINATOR, DESIGNER BOOKS IN CANADA



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PIXEL STUDIOS

11/2014 - 11/2016

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BMO FINANCIAL GROUP

05/2011 – 02/2013;

11/2013 – 11/2014

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GE, DIGITAL ENERGY

08/2005 - 05/2011

### PRODUCTION ARTIST

LCBO

Established design templates and managed updates of various bilingual marketing collateral

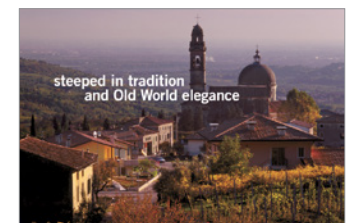
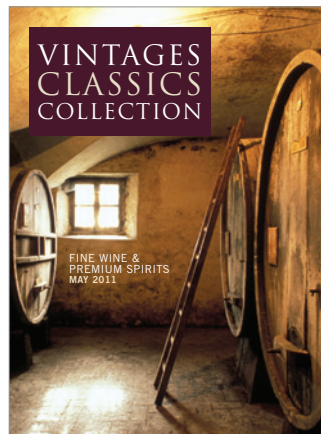
Lead design and development of digital in-store signs and digital on-screen marketing collateral

Revised and streamlined the design of Vintages Classics Catalogue and Vintages Bordeaux Futures brochure to reduce internal production cost by over 30%

Directed and managed digital photo shoots and image enhancement

Consulted on redesign of internal web site layouts and web updates

Periodically managed and developed a studio team of 5 designers/production artists for the Sales and Marketing Group of LCBO



11/2001 - 12/2002

### SENIOR GRAPHIC/ WEB DESIGNER

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3/2000 - 10/2001

### FRONT-END DEVELOPER, GRAPHIC ARTIST

MICROFORUM INC.

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PIXEL STUDIOS

Managed the day-to-day graphic design updates of the company web site  
Developed various online marketing campaigns  
Consulted on SEO and web usability  
Directed, coordinated and developed design layouts for various book series' web sites  
Advised on cost estimates and time of project completion  
Supervised the production of site development  
Advised and collaborated with editorial, sales and development teams to develop site design

11/2014 - 11/2016

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3/2000 - 10/2001

**FRONT-END DEVELOPER,  
GRAPHIC ARTIST**  
MICROFORUM INC.

Website development and design, brochure and charts design and layout, branding development, usability consulting

4/1998 - 1/2000

**PRODUCTION COORDINATOR,  
DESIGNER**  
BOOKS IN CANADA

Responsible for day-to-day operations/production of a literary review magazine.