



marina beniaminov, RGD, CSM

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ART DIRECTION | BRANDING | GRAPHIC + VISUAL DESIGN | UX | UI | TYPOGRAPHY

Senior Graphic Designer/Art Director with 20+ years of experience and a Certified Scrum Master. Specializing in digital and print design with emphasis on process optimization, agile delivery and managing cross-functional agile teams.

PROFESSIONAL ATTRIBUTES

- Developing and overseeing branding solutions from initial sketch to final product
- Distilling complex requirements into creative, clean, understandable solutions
- Leading and driving innovation by promoting compelling vision for better results
- Mentoring design students and reviewing RGD candidate portfolios as a member of the RGD Certification Evaluation Committee

PROFESSIONAL WORK EXPERIENCE

01/2003 - Present

CONCURRENT FREELANCE PROJECT HIGHLIGHTS | PIXEL STUDIOS

- Established marketing kit design for CANADALAND podcast network
- Managed design and production for Out of the Depths: The Blue Whale Story exhibit for the Royal Ontario Museum
- Managed design and updates of various marketing collateral: brochures, ads and event signage for BMO
- Designed graphics for St Joseph's Media websites: FashionMagazine.com, CanadianFamily.ca, TorontoLife.com, WeddingBells.ca and SearsAdvantage.ca
- 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 has raised awareness about the research facility and has helped to secure grants and to raise money for the Reserve.
- 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 include torontobotanicalgarden.ca, pencanada.ca, kerrysplace.org and amfleltec.com

8/2017 - 9/2021

CREATIVE LEAD | TD BANK GROUP, ENTERPRISE PROJECT DELIVERY EXCELLENCE (EPDE)

- Creative Lead executing design strategy at project level for EPDE Communications and Learning Teams
- Oversee and drive the creation of the design and organization for Agile Transformation, Testing and EPDE eLearning courses to drive successful project delivery
- Facilitate Scrum and manage a sizeable team of professionals (5-11) and overall operation of a diverse group in an area of moderate risk, complexity or scope, while growing talent, developing skills to support project/initiative success and achieve business results (using JIRA, Confluence)

2/2017 - 8/2017

SENIOR DESIGNER / FREELANCE CONSULTANT | INVESCO CANADA LTD.

- Consult on template design, layout and brand compliance for various marketing collateral
- Advised on cost/time estimates and collaborated with project management, marketing and executive departments
- Manage design of various marketing collateral: brochures, fund/fact sheets, dynamic ads (animation with HTML5/Google Web Designer) and direct email marketing campaigns (ExactTarget/Marketing Cloud/Litmus), online event collateral (CVent), and executive PowerPoint presentations



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WORK EXPERIENCE (CONT'D)

11/2014 - 11/2016

SENIOR DESIGNER / FREELANCE CONSULTANT | BMO FINANCIAL GROUP

05/2011 – 02/2013; 11/2013 – 11/2014

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

EDUCATION / CERTIFICATION

1997-1999

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

TECHNICAL SKILLS

HARDWARE

Comfortable in both MAC and PC environments, and with 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), ExactTarget, Litmus, Workfront, FileMaker Pro, CVent, WordPress, JIRA, Confluence, Vyond

COMPUTER LANGUAGES

HTML, CSS

LANGUAGES

Fluent in both English and Russian