



## HELLO THERE,

My name is Marina Beniaminov and I am an Art Director/  
Senior Designer – a creative professional with 20+ years of  
experience and a Certified Scrum Master. I specialize in digital  
and print design though process optimization, agile delivery and  
proactively managing expectations of cross-functional teams.

My professional attributes include:

- Developing and overseeing branding solutions from initial  
sketch to final product
- Distilling complex requirements into creative, clean,  
understandable solutions

I am a strong design thinker who knows how to communicate creative  
concepts, develop interactive design solutions and make strategic decisions.

In my extensive experience I have managed design and typesetting of various magazines  
and catalogues. I have overseen creation of brochures, ads, illustrations and infographics.  
I have produced responsive websites and emails, digital signage and online ads. I have  
developed product/company branding, presentation drawings and photography. I have led  
the design of training materials for complex concepts across large enterprises.

In my spare time, as a member of Association of Registered Graphic Designers, I mentor  
design students and review RGD candidate portfolios.

I can't wait to meet with you and see how I can contribute to your organization's success.  
Thank you in advance for considering me.

MB

**marina beniaminov**, RGD, CSM

ART DIRECTION AND DESIGN

ONLINE: [webamuzed.com](http://webamuzed.com)

EMAIL: [marina.beniaminov@gmail.com](mailto:marina.beniaminov@gmail.com)

MOBILE: 647.501.3457

LINKEDIN: [linkedin.com/in/marinabeniaminov](https://www.linkedin.com/in/marinabeniaminov)

# Learning Agile at TD

## TD's Agile learning series

08/2017 – present

**GRAPHIC DESIGN/ART DIRECTION/ILLUSTRATION** TORONTO/ON

PROJECT OBJECTIVES:

To introduce Agile methodology to TD employees through a series of eLearning modules, infographics and job aids while collaborating with TD's Methodology Subject Matter Experts, Instructional Designers and eLearning Developers.

CHALLENGES:

Creating comprehensive learning solutions for Agile methodology while trying to adopt it within our own new team environment (where most members were new to agile and never worked together before).

RESULT:

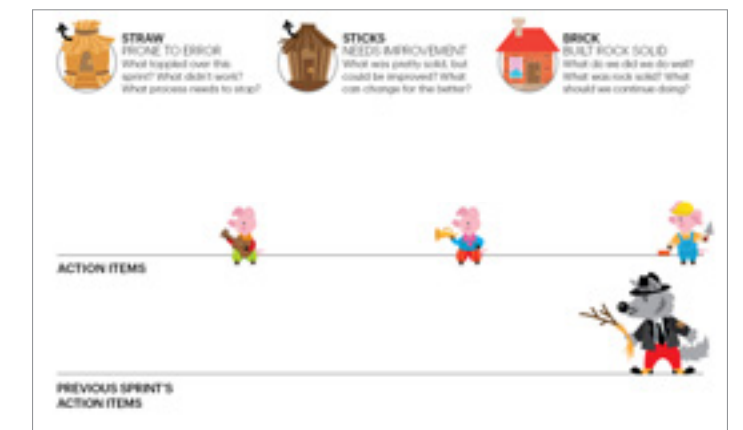
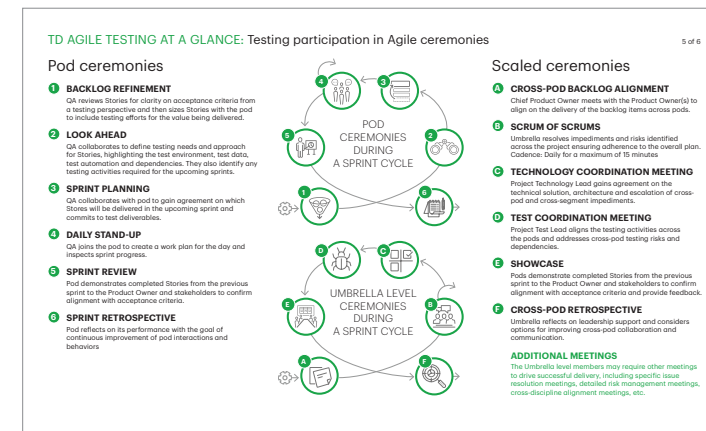
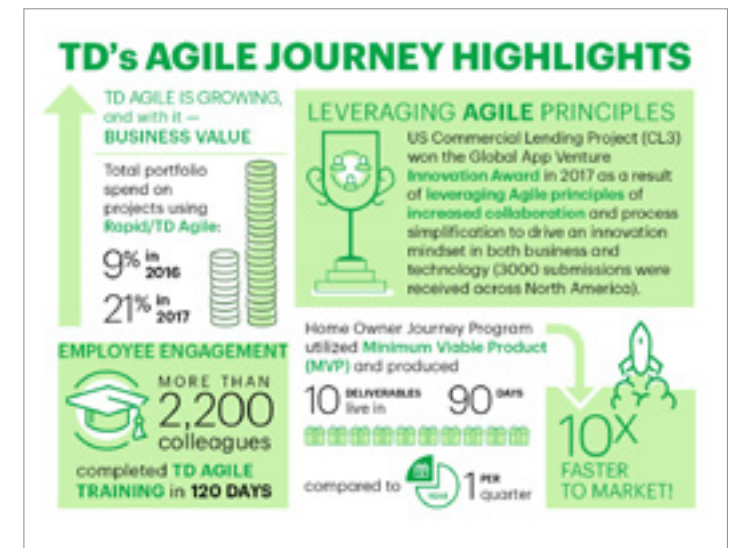
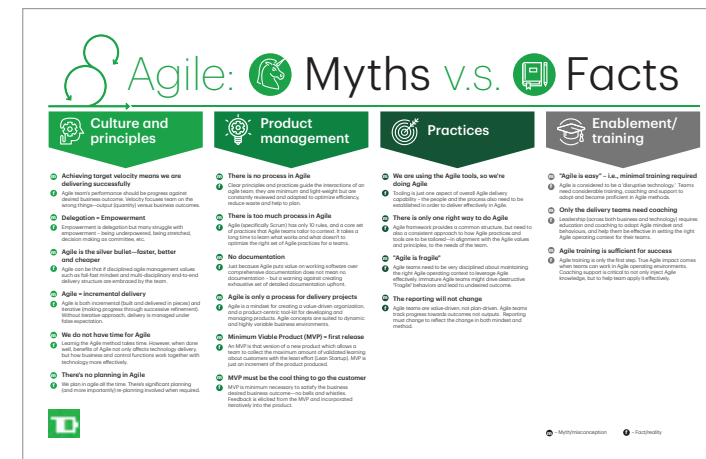
TD's Agile is considered an enterprise-wide success. The program was rolled out in 2018 with 8 eLearning modules. While learning about agile, I had an opportunity to be the Scrum Master for the team. I enjoyed to role so much that in March 2019, I have officially become a Certified Scrum Master.

The most satisfying feedback came while I was studying for my certification. An agile expert and instructor (in a classroom setting, outside of TD) said that this about our learning approach to the agile methodology – "You got it right".

**MB** PORTFOLIO: marina beniaminov

ONLINE: webamuzed.com  
MOBILE: 647.501.3457

EMAIL: marina.beniaminov@gmail.com  
LINKEDIN: linkedin.com/in/marinabeniaminov



# WordPress World

## Various web projects designed with WordPress

### GRAPHIC DESIGN/ART DIRECTION TORONTO/ON

#### PROJECT OBJECTIVES:

To provide a mobile responsive website that the client can then can easily use and update themselves without involvement of a developer or designer.

#### CHALLENGES:

To provide an evergreen branding solution while customizing an existing WordPress template in such a way that empower its users (my clients) to continue to benefit from its redesign long after the site is built.

I want my clients to reach out only when it's time to update the technology, not because the template is hard to use or because they can't work the back-end without my help.

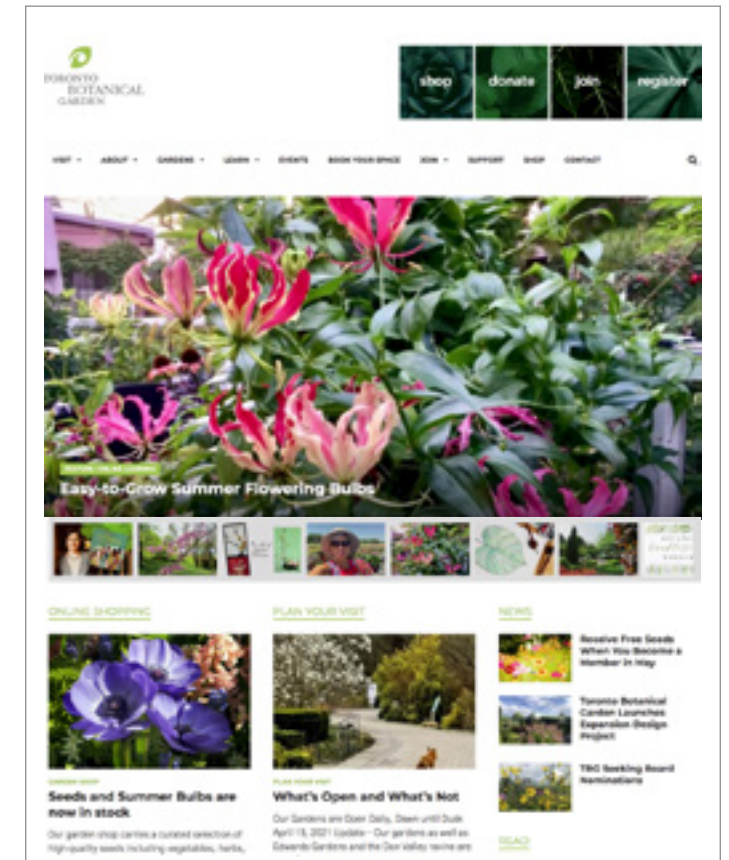
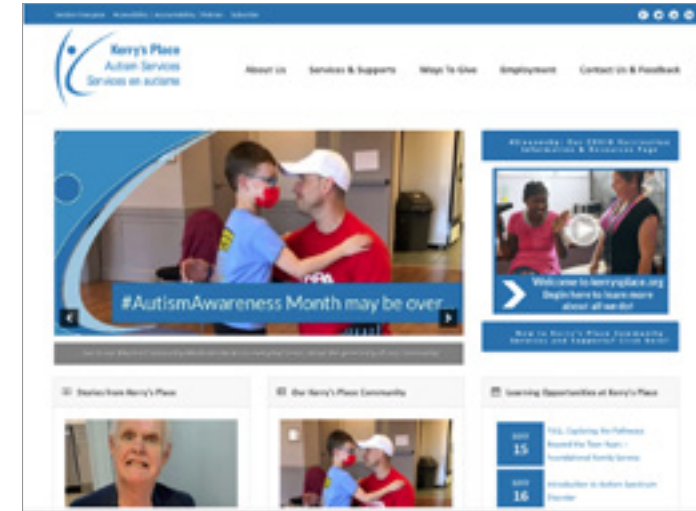
#### RESULT:

I know that my WebPress redesign is a success when my clients keep using the framework established for them long after the project has been completed. And when they do reach out, it is only a number of years later because the back-end coding has changed and the overall site needs to be updated to keep up with the evolving world of web technology.

**MB** PORTFOLIO: marina beniaminov

ONLINE: webamuzed.com  
MOBILE: 647.501.3457

EMAIL: marina.beniaminov@gmail.com  
LINKEDIN: linkedin.com/in/marinabeniaminov



# Marketing to kids

## Activity book for BMO and Calgary Stampede

06/2016

**GRAPHIC DESIGN/ART DIRECTION/ILLUSTRATION**

TORONTO/ON

PROJECT OBJECTIVES:

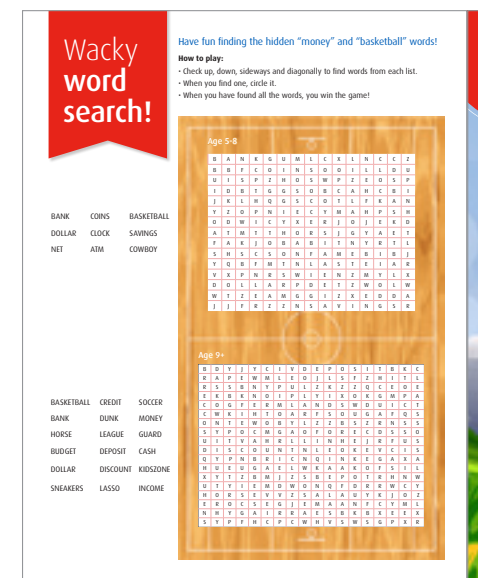
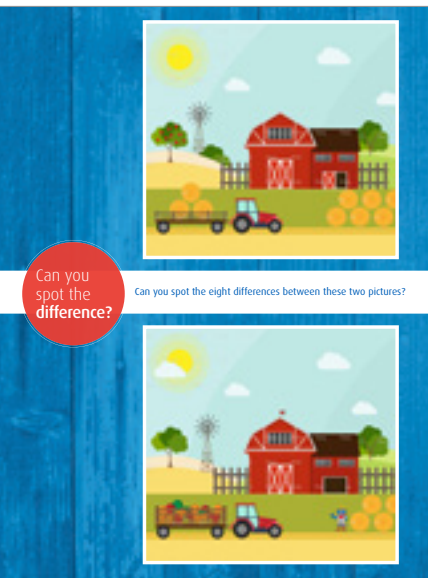
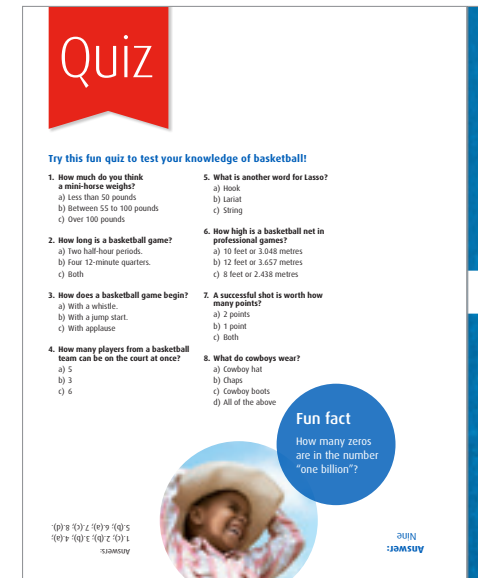
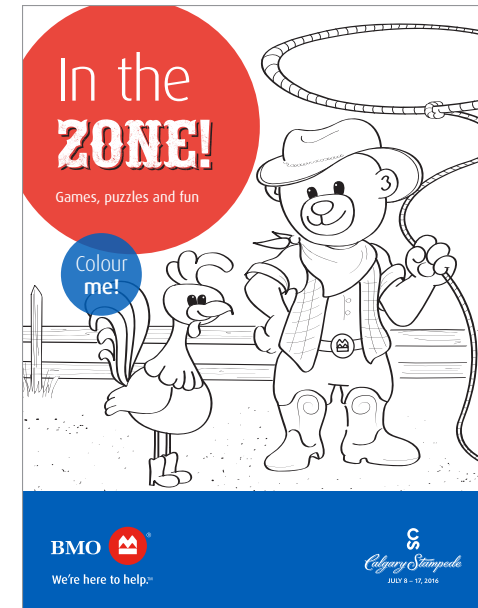
To provide the kids visiting BMO Kids Zone during the Calgary Stampede with an activity book.

CHALLENGES:

The book's objective was to grab attention of Calgary Stampede's smallest visitors while retaining the BMO's complex brand.

RESULT:

The books was an extremely popular item at the Kids Zone, the organizers confessed that they were running out of the booklets and will need to print more for next year.



**MB** PORTFOLIO: marina beniaminov

ONLINE: webamuzed.com  
MOBILE: 647.501.3457

EMAIL: marina.beniaminov@gmail.com  
LINKEDIN: linkedin.com/in/marinabeniaminov

# Marketing Wine

## Concurrent project

Vintages, LCBO — 09/2010-05/2011

### GRAPHIC DESIGN/ANIMATION TORONTO/ON

#### PROJECT OBJECTIVES:

To take over the design and development of a digital slide shows created by a third party. The slide show was displayed on digital screens in Vintages' sections of the LCBO stores. The slide show theme was to coincide with other promotions running in the LCBO at the same time.

#### CHALLENGES:

The files were a slide show that was originally designed by a third party in After Effects, a program unfamiliar to myself and the rest of the team in the Studio at the time. The layout called for more animation than just smooth transitions between images and text. The final art file would need to be converted into a very specific video format that all of the digital screens can play.

#### RESULT:

The slide shows were initially redesigned in Adobe Flash as platform-agnostic to accommodate different types of promotions. Flash could easily convert its files into the required movie format.

The Creative Director of LCBO and the Studio Manager we both "... impressed" and "... pleased" with ease of transition and the end result. Because of the ease and the successful run of the Vintages' digital slide shows, the LCBO's marketing team experimented with animated digital display ads that run in various shopping centers throughout GTA.

Later, the design platform for the Vintages' digital slide shows was changed again to Keynote to further streamline/improve the design process.



mB PORTFOLIO: marina beniaminov

ONLINE: webamuzed.com

EMAIL: marina.beniaminov@gmail.com

MOBILE: 647.501.3457

LINKEDIN: linkedin.com/in/marinabeniaminov

# Enhancing Nature

## Raising awareness about University of Toronto's Koffler Scientific Reserve at Jokers Hill

Freelance Project Case Study 11/2009

**ART DIRECTOR/GRAPHIC DESIGNER** TORONTO/ON

PROJECT OBJECTIVES:

To direct and coordinate design and layout of a publication promoting Koffler Scientific Reserve at Jokers Hill, research and educational facility of University of Toronto, Faculty of Art & Science.

CHALLENGES:

The new publication needed to raise awareness about the educational facility and help to secure research grants and to raise money for the Reserve. Such publication about the reserve did not exist before. Specific research done on site, educational facilities and the history of the reserve needed to be highlighted in the book.

RESULT:

The Dean of Faculty of Art & Science at the University called the publication "... simply amazing! An impressive piece of work....(with) great content and style."

The publication needed to go into second print run because the head of the reserve was successfully using it at various functions as a fund-raising/educational tool.

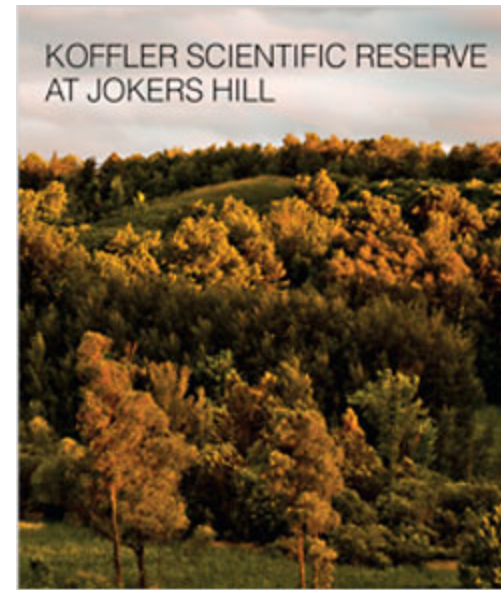
**MB** PORTFOLIO: [marina.beniaminov](http://marina.beniaminov.com)

ONLINE: [webamuzed.com](http://webamuzed.com)

EMAIL: [marina.beniaminov@gmail.com](mailto:marina.beniaminov@gmail.com)

MOBILE: 647.501.3457

LINKEDIN: [linkedin.com/in/marinabeniaminov](http://linkedin.com/in/marinabeniaminov)



### Global Change

**research**

Name: Ross Sage  
Position: Professor  
Affiliation: Department of Ecology and Evolutionary Biology (U of T)  
Education: PhD University of California, Davis  
Area of Research: Plant physiological ecology, mechanisms of plant responses to global climate change, stress physiology  
Awards & Honors: NSERC Discovery Accelerator Grant, Associate Editor of Journal of Integrative Plant Biology  
Selected Research: D. Wray, D. Sage and R.F. Sage. "The effect of carbon and nutrient loading during nursery production on the growth of tree species seedlings: A 10-year study." *New Phytologist* (2007)

Name: Arthur Weis  
Position: Professor and Director, Koffler Scientific Reserve at Jokers Hill  
Affiliation: Department of Ecology and Evolutionary Biology (U of T)  
Education: PhD University of Illinois, Urbana  
Area of Research: Evolutionary response to global climate change, plant tolerance to herbivory  
Awards & Honors: Founding Director, Canadian Institute of Ecology and Evolution  
Selected Research: S.J. Frank and A.E. Weis. "Climate change alters reproductive isolation and potential genetic rescue in an annual plant." *Evolutionary Applications* (2009)  
S.J. Frank, J.C. Avise, W.E. Bradshaw, J.R. Connor, J.R. Elston, S.J. Frank, R.G. Shaw and A.E. Weis. "The resurrection initiative: storing ancestral genotypes to capture evolution in action." *Evolution* (2009)

Top: Common milkweed pod (Hesperis matronalis)  
Photo: Lawrence  
Right: Ross Sage  
Photo: Chris Yurchak  
Far right: Arthur Weis  
Photo: Donna Savelle

14

### RESEARCH FACTS

The Koffler Scientific Reserve opened for research in 1997.

In 1999, the first paper based on Reserve research was published by Professor Spencer Barrett with undergraduate student Stephen Wright.

Representatives from the faculties of Arts and Science, Applied Science and Engineering, History and Architecture, Law, Medicine, & Design have completed projects here.

Each year, 18-22 principal investigators from the U of T and other institutions conduct research at the Reserve. Approximately 30 students and postdoctoral fellows participate.

The Reserve hosts the Canadian Institute of Ecology and Evolution, a national organization which promotes research in the synthesis of findings by multiple research groups and analysis of the policy implications of research.

Researchers from the University of Toronto as well as other institutions in Canada and abroad are using the resources of the Koffler Scientific Reserve to expand our knowledge in ecology, evolution and environmental science. While some projects work solutions to specific environmental challenges, the major thrust is on basic science. To take an analogy from medical science, the researchers are like scientists who work in labs with fresh diets, mastering the basic biology that our day will lead to the development of effective therapies.

What processes limit the natural geographic range of a species? What makes recently introduced species so invasive? How do patterns of mating and reproduction contribute to population persistence? Does genetic diversity within a species contribute to biodiversity across an entire landscape? When can natural selection act fast enough to buffer the effects of environmental change? These are some of the questions our researchers are addressing. They are interesting questions in their own right, and in this age of environmental uncertainty, the need for answers is acute.

Although it is a relatively new facility, the Koffler Scientific Reserve has already made its mark as a center of excellence in environmental research. In just a decade of operation, scientists and students have published over 400 research papers, demonstrating the Reserve had no laboratory facilities. The expanded research capabilities made possible by the construction of a laboratory for global change biology in 2009 promise to place the Koffler Scientific Reserve among the leading global research stations in North America.

Earth did not come with an owner's manual. Environmental stewardship succeeds only when it is rooted in basic scientific knowledge. The type of research performed at the Koffler Scientific Reserve at Jokers Hill is essential for building the knowledge base we need.

—Arthur Weis, Director

### Knowledge IN AN AGE OF GLOBAL CHANGE

**research**

INTRODUCTION BY ARTHUR WEIS  
PROFILES BY OLENA WAWRYSZYN

15

### WETLANDS

For a property of its size and topography, the Koffler Scientific Reserve has less surface water than one might expect. The porous glacial soil allows rain and snow water to percolate rapidly to lower layers, where it recharges the water table. Some of this water re-surfaces at the base of steep slopes, where the saturated soils have led to wetland plant communities. As the water from these seeps collects, it forms small creeks, which flow north to feed the Holland River and from there to Lake Simcoe.

Four artificial ponds, surrounded by marsh, contribute to the diversity of habitats and wildlife. In spring and summer, the mating song of frogs and toads fill the air, along with the buzz of dragonflies in flight. Birds, such as the baldpate and green-bay heron, feed on the ponds' bountiful tadpoles, fish and insects.

### SPECIES LISTED UNDER COSEWIC\*

Endangered:  
American grasshopper  
Butterfly  
Threatened:  
Canadian warbler  
Golden-winged warbler  
Hooded mittern  
Special Concern:  
Sheepwing tanager  
Southern flying squirrel (?)  
Candidate:  
American kestrel  
Eastern kingbird  
Eastern meadowlark  
Field sparrow  
\* Consultation on the Status of Endangered Wildlife

### OLD FIELDS TO TEST NEW THEORIES

Old fields, which represent a mix of native and alien species, were created when European settlers removed the original forest and converted farming. Where native species of Canadian biogeography, wild oat grass and *Thymus* sedge inhabit the old fields, the non-native meadow, several thousand hybrids appear also: pasture grasses and legumes. Not just weeds, old fields have proven to be one of the most valuable sites for conducting experiments.

### MOSAIC OF FOREST TYPES

The maturing stands of sugar maple and hemlock that now cover much of the property are typical of forests that were common prior to the arrival of European settlers. Much of the forest originated naturally after the land was cleared in the early 20<sup>th</sup> century. However, one stand appears to have largely escaped the axe: stretching along a slope at the western end, it contains maple and hemlock estimated to be more than 180 years old. Other species include red oak and white ash. Along with more common understory trees, such as alternate-leaf dogwood, the hemlock stand also includes several highly rare species, such as American penny pine, Golden's fern and showy orchid. A much younger forest of red oak and large-tooth aspen is found at the Reserve's eastern end, where the soils are very dry hardpan.

In a higher mosaic of pine plantations, varying growth hardwood, maple-beech-walnut and oak stands.

Photo: Steve Hill

16