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.

marina beniaminov, RGD, CSM

ART DIRECTION AND DESIGN

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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.

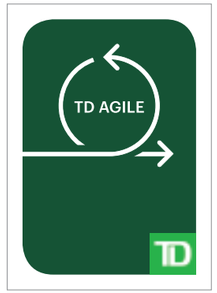
CHALLENGES:

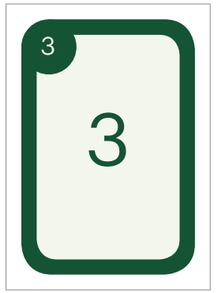
Creating comprehensive learning solutions for Agile methodology while trying to adopt it within our own new team environment (where most members were new to agile and never worked together before).

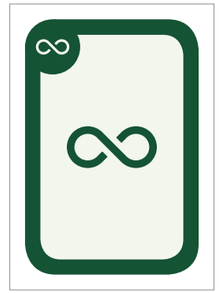
RESULT:

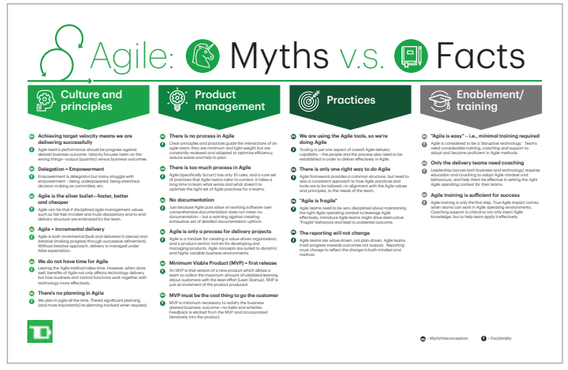
TD's Agile is considered an enterprise-wide success. The program was rolled out in 2018 with 8 eLearning modules. While learning about agile, I had an opportunity to be the Scrum Master for the team. I enjoyed to role so much that in March 2019, I have officially became a Certified Scrum Master.

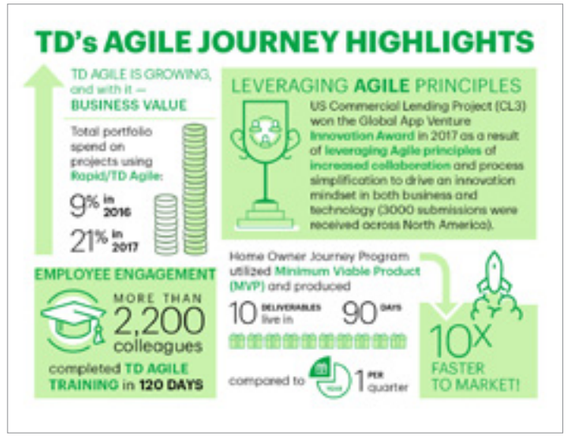
The most satisfying feedback came while I was studying for my certification. An agile expert and instructor (in a classroom setting, outside of TD) said that this about our learning approach to the agile methodology – "You got it right".

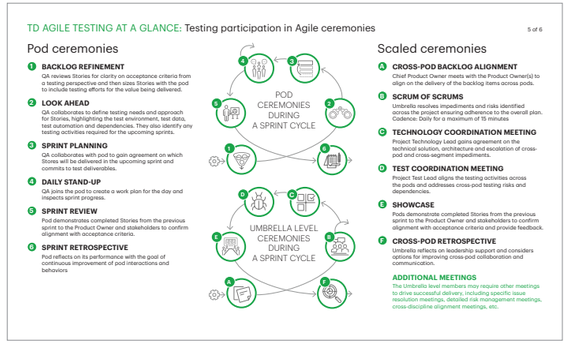


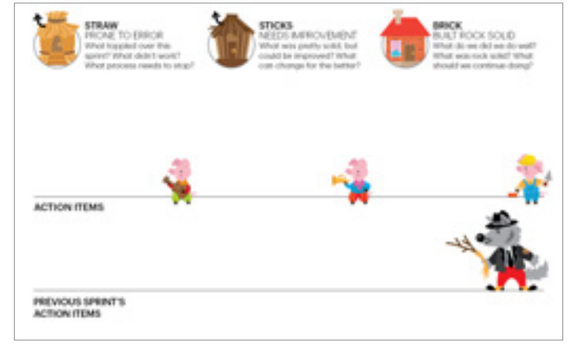












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WordPress World

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.

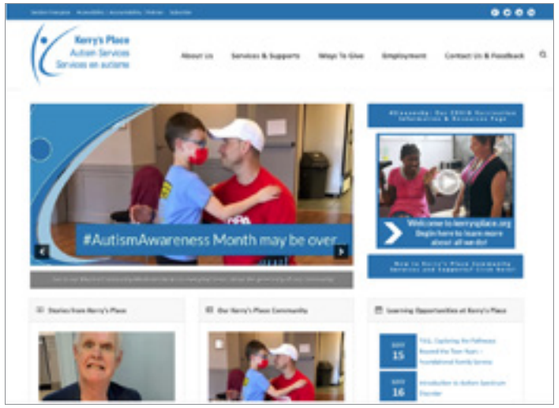
CHALLENGES:

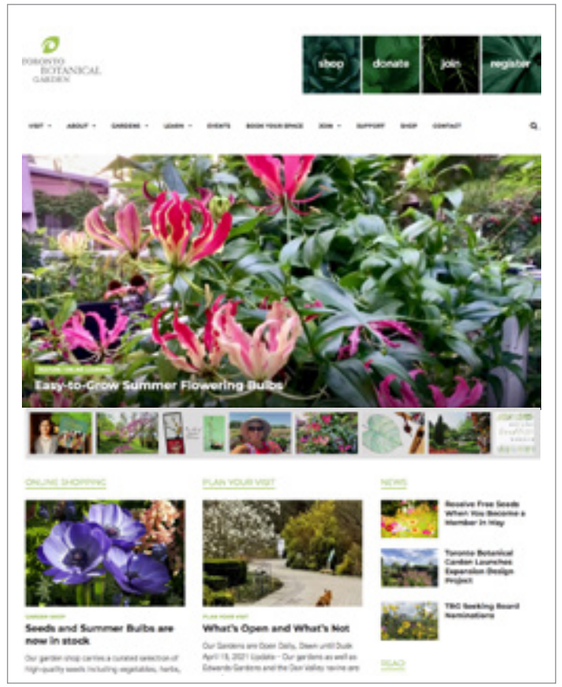
To provide an evergreen branding solution while customizing an existing WordPress template in such a way that empower its users (my clients) to continue to benefit from its redesign long after the site is built.

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.





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Marketing to kids

Activity book for BMO and Calgary Stampede

06/2016

GRAPHIC DESIGN/ART DIRECTION/ILLUSTRATION

TORONTO/ON

PROJECT OBJECTIVES:

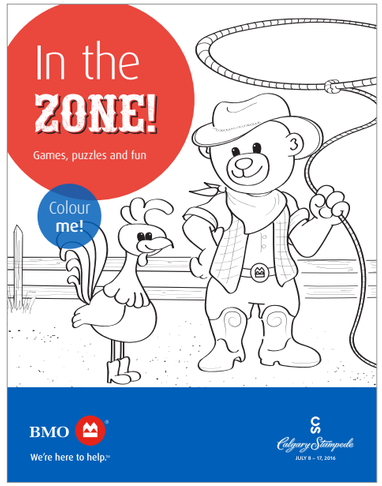
To provide the kids visitng BMO Kids Zone during the Calgary Stampede with an activity book.

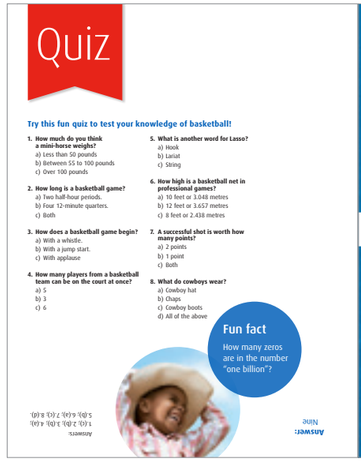
CHALLENGES:

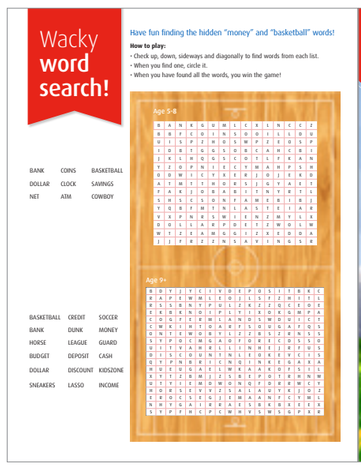
The book's objective was to grab attention of Calagary Stampede's smallest visitors while retaining the BMO's complex brand.

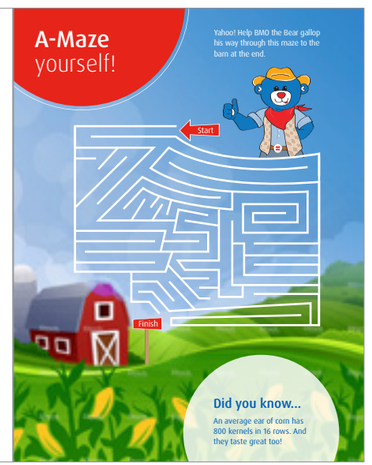
RESULT:

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.









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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.

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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.

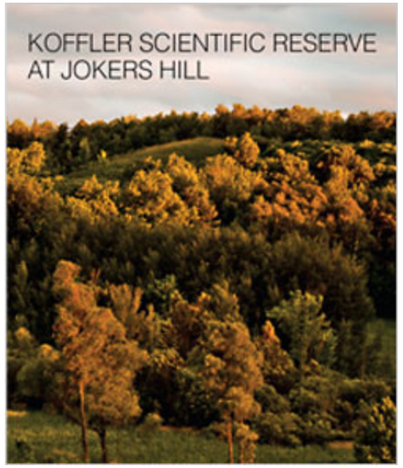
CHALLENGES:

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.



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