

## BeatriceToma

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### :: Objective

I am a Senior Graphic Designer with a concentration in print design and I am interested in a position that will allow me to merge and exploit my creative skills and my expertise and make the most of my professional experience, to exceed each client's expectation through strong visual communication and inspired designs.

Graphic Design is my passion, which I believe, is an aesthetic joining between mathematics and the arts.

### :: Experience

#### Graphic Designer

Automatic Froms Ltd.  
Montreal, Quebec, Canada  
08/2004-08/2007

Design and produce publicity or printed documents were among my tasks. Work load was approximately 75% production and adaptation and 25% creation. I possess creative problem-solving and organizational skills having the ability to work on a number of projects simultaneously as well as solid knowledge of the printing process.

#### Graphic Designer

Travelway Group Intl. Inc  
Montreal, Quebec, Canada  
04/2004 - 08/2004

As graphic designer I was responsible for the designing of many types of luggage like hockey bags and backpacks. I was also in charge with creating illustration and technical drawings for the production of a range travel products as well as collateral design in the form of brochures, hangtags and package design.  
I have the ability to present material independently or as part of a team, to complete assignments on tight deadlines and always put forth my best work.

#### Graphic Designer

CNIJ Inc  
Montreal, Quebec, Canada  
03/2003 - 04/2004

My duties included develop 2D drawings, creating and preparing artwork for the production of various promotional products understanding the design limitations of the materials used in the production. I prepared film for color printing (color separations, revising artwork, screen & pad printing), preparing artwork for engraving and producing samples as well as conceptualize and prepare art for vinyl sticker production operating software for print production.

#### Graphic Designer

TipArt Group Advertising Agency  
Bucharest, Romania  
02/2000 - 04/2002

My responsibilities included concept development design, production and illustration. I was involved in all phases of the creation and production; from concepts, design, layouts and comps, photo direction to finished product.

#### Graphic Designer

Lara Printing House  
Bucharest, Romania  
09/1998 - 02/2000

Duties included designing variety from collateral materials and corporate identity to banners, publications and merchandise.

## :: Digital Skills

CorelDraw;  
Adobe Photoshop; Adobe Illustrator; Adobe InDesign  
QuarkXpress;

## :: Education & Training

### Desktop Publishing

Studies in Communications & Visual Arts  
*Concordia University, Montreal, Canada*  
2003-2004

While continuously improving, this certificate in computer graphics, allowed me to develop my technical skills with the visual language applied to software commonly used in the printing industry.

### Faculty of Mathematics

University of Bucharest, Romania  
*Graduated with a BA in Mathematics.*  
1990-1996

Examples of the clients and description of projects I worked on:

#### 1. "S.C. Petrodesign S.A. a Dextron Group Company"

**Job:** Catalogue Design

**Objective:** To design a brochure promoting the company and its services, to give a basic understanding of how Petrodesign developed their products and how they went about implementing them.

**Role:** Designed 20-page catalogue, responsible for final artwork and pre-press. Photoshop and CorelDraw were used to create the complex multi layered image design.

#### 2. "Anticorosiv S.A."

**Job:** Catalogue Design

**Objective:** To develop a corporate capability brochure assisting the client with positioning their company in a very competitive marketplace.

**Role:** I was responsible for the entire art direction of this piece, from conception to pre-press. I had direct involvement with all levels of production.

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