



JANET POPADIUK

graphic design

web: popalongdesign.com | cell: (416) 997-7196 | email: popalong@rogers.com

OBJECTIVE:

To continue to develop my talent and experience in the field of Graphic Design

COMPUTER SKILLS:

- Dreamweaver (xHTML, CSS, Javascript)
- Flash (Actionscript 3.0)
- Indesign CS4 (includes K4 Publishing System)
- QuarkXpress 7.5 (includes QPS Publishing System)
- Photoshop CS4
- Illustrator CS4, CorelDraw
- Adobe Acrobat
- Microsoft Office, Powerpoint, Word, Excel
- Versed in both Mac and PC platforms

WORK EXPERIENCE:

Freelance Graphic Designer

Popalong Design (www.popalongdesign.com)

February 2009 - Current

- Plan, design, organize and create web sites and web support material such as saving graphics for web and creating Flash banner ads
- Design and implement pages for Plumbing and HVAC Magazine and Canadian Car Owner Magazine
- Photo Illustrations and photo rendering for magazine covers and feature graphics

accomplishments:

- redesigned Logistics Magazine and Canadian Car Owner Magazine
- received certification as Web Design Professional
- Judged for the KRW (Kenneth R. Wilson) awards

Art Director,

CLB Media Inc., (Canadian Lawyer, Associates, InHouse, 4Students Magazines)

January 2008 - February 2009 (contract)

- Planned, designed, created, organized and directed the visual aspects of four publications and advertising material – collaborating with editors, sales, management and creative director to realize their visions, while keeping consistent with branding
- Designed and implemented editorial content
- Managed budget, assigned, directed and designated deadlines to illustrators and photographers, including attending photo shoots
- Conceptualized and created promotional material, including logos, media kits and web graphics
- Checked proofs before prepress and finalize proofs before going to press
- Liaisoned with other areas in company for design, logo design and file requests.

accomplishments:

- Successfully completed first aid training course (F.A.S.T. Emergency first aid and CPR)
- Rendered photo illustrations for multiple projects and instructed co-workers on a variety of photoshop techniques
- Acting Art Director for other magazines as the need arises

JANET POPADIUK *continued*

Freelance Graphic Designer

March 2007 - December 2007

- Short term contracts for various clients including advertising and promotional companies
- Included designing and implementing annual reports, POP displays, advertising, business documentation and event promotions

Associate Art Director,

IT Business - a division of Transcontinental Media (Computer Dealer News Magazine)

September 1991 - March 2007

- Designed, organized and visually directed Computer Dealer News (CDN)
- Designed and implemented custom publishing material
- Created ads and promotional material, including application forms and invitations
- Designed web based graphics
- Created conceptual photo illustrations and infographics for use in a variety of publications
- Budgeted photography, hired, booked and briefed photographers, and attend shoots where possible
- Troubleshot and coached editorial staff relating to technical issues

accomplishments:

- Routinely created at least 3 original conceptual art per issue, along with a variety of charts and infographics
- Promoted in 1991 to Assistant Art Director and again in 2003 to Associate Art Director
- Trained, supervised and worked alongside of a staff of 2 to 4 Production Assistants
- Designed, coordinated and implemented the redesign of CDN
- Converted publications from PC to Mac environment
- Designed Powerpoint presentations to aid as sales tools
- Coordinated photo reference catalogues for thousands of photodisc images and maintained photo archive
- Generated Indesign and Quark templates with various layout choices using master pages, along with devising Incopy/copydesk templates for the use of the editorial staff
- Designed website for the IT Business weekly newsletters

Graphic Designer and Coordinator, Network Studios

September 1989 - February 1991

- Coordinated Eaton's newspaper ads from concept to camera-art within strict deadlines by controlling typesetting, compboarding, assembly and camera using the exact specifications given by Eaton's directors
- Supervision of Assistant

Graphic Designer, Wyse Advertising, Alfra Arts

August 1986 - September 1989

- Designed and implemented assembly of brochures, newsletters, logos, stationery, etc.
- Coordinated and implemented projects with Sales and Marketing staff

EDUCATION

October 2009 - February 2010

- certification in Web Design Professional (Dreamweaver, xHTML, CSS, Javascript, Flash, Actionscript 3.0)

September 1991 - present

- Currently upgrading skills to include web interactive design
- Various work related training programs relating to software upgrades (ie. Indesign)
- Self taught using training manuals

March 1991

- QuarkXpress and Adobe Illustrator Certificate - MacLearn Computer Training
- May 1986
- Graphic Design Diploma - George Brown College

References are available upon request