

# RESUME:

## RAMI SCHANDALL

Rami Schandall has practiced professional graphic design since 1999, launching an independent design studio, Visual Creative, in 2005. Rami has cultivated sensitivity to diverse audiences through her academic training and professional experience. Whether working with large institutional and corporate clients, small businesses and nonprofits, or artists and professionals, Rami listens for the central message, designs in a medium appropriate to express it, and shapes strategy through research, insight, and in a process of dialogue between client and designer.

Many clients seek wholistic solutions. Rami provides support beyond the scope of graphic design – brainstorming longterm organizational strategy, editing textual content, designing data gathering and file management processes, facilitating e-commerce and online donations, creating email and social media campaigns, and customizing contact management systems. On larger projects, she works with freelancers, subcontractors and suppliers: professional writers and editors, audio/visual artists, production designers, developers, printers and shippers.

Professional Objectives: to continue to develop unique and powerful creative projects that work toward the common good, supporting sustainable, progressive causes wherever possible.

### EDUCATION:

1997: Bachelor of Arts with Distinction, Anthropology & Art History, University of Victoria, B.C.

1998–2001: Digital design courses, NSCAD, Halifax, and DPIA, Toronto

2013–14: Yoga Teacher Training (500+ hours), Octopus Garden Wholistic Yoga, Toronto

2010-16: Courses in Creative Writing, Ceramics, Fibre Arts, and Fine Art, Toronto

### EMPLOYMENT HISTORY:

VISUAL CREATIVE, OWNER (2005–PRESENT):

- art direction and design for print and web
- website design and implementation on a variety of platforms
- “book shepherding”: complete design and production, quality control and print coordination for books, annual reports, research findings, self-publishing, white papers, etc.
- project management / coordination between artists, content suppliers and the client
- information design, making complex data clear with charts, maps, graphs, and diagrams
- logos, branding, identity work for individuals, businesses, and organizations
- promotional material: business cards, brochures, flyers, banner ads, social media solutions
- illustration, artwork, photography, photo-research
- concept development and background research
- copywriting, editing, proofreading

Visual Creative's clients have come from many industries, and include:

- Non-profit & Charitable Organizations:
  - Project Bookmark Canada
  - Canadian Civil Liberties Association (CCLA)
  - Heart and Stroke Foundation
  - Canadian Cooperatives Association (CCA)
  - Ontario Education Collaborative Marketplace (OECM)
  - Greenpeace
- Arts, Artists, and Artisans
  - Lawrence Hill, Author
  - Ron Ruskin, MD, Author
  - Paul Gartside, Naval Architect & Boatbuilder
  - Inglewood Press, Publisher
  - Miranda Hill, Author
  - Sarah Selecky, Author
  - Abe Murley, Visual Artist
  - Buzz Taxi / Proper Rights, Factual TV/Film
  - Belmont Music, Rights Management
  - Frantic Films, Film/TV
  - Esprit Orchestra
- Technology:
  - Fugawi / Northport Systems
  - Actisense
  - Digital Mutitools
  - Proud Interactive
- Professional Organizations:
  - Associations of Faculties of Medicine Canada (AFMC)
  - Ontario Herbalists Association (OHA)
- Government
  - The Prime Minister's Youth Council
  - Nova Scotia Education: Health Promotion and Protection
  - Nova Scotia Ministry of the Environment
  - Nova Scotia Office of the Ombudsman
- Financial Services:
  - Sungard
  - Lenati
  - International Payments Framework Association
- Healthcare and Healing:
  - Dreaming Willow Natural Remedies
  - Octopus Garden Wholistic Yoga Centre
  - Hali Schwartz, Yoga Educator
  - Centre of Gravity
  - Judith Dunstan, Psychotherapist
  - Barbara Burnside, Psychologist
  - For the Love of Body
- Fashion, Retail, Restaurant:
  - Lauren Moffat NY
  - Levalor
  - Luxe Style Boutique
  - Mrs. Huizenga's
  - The Thin Blue Line Cheese
  - Mitzi's Cafe & Mitzi's Sister

GLOBESCAN INCORPORATED (2001-05):

- Senior Designer / Production Manager for an international public opinion pollster
- design, direction, and production of all marketing and corporate collateral, information design, publications, presentations, & web site development, for internal and external clients
- managed complete re-branding of the company, from Environics International to GlobeScan Inc.
- establishment of production protocols to sustain impeccable standards of quality and efficiency in handling data-driven information graphics and reports
- supervision of design and support staff; management of outsourcing and supplier relationships
- coordination of high volume, top-quality graphic design work-flow.

## FREELANCE PRINT DESIGNER & EDITOR (1999-2001)

- advertising & promotion
- illustration, artwork, photo-research
- newsletter design & editorial
- copyediting, substantive editing, proofreading.

## SPECIFIC SKILLS:

- clean, sophisticated design for print, presentation, and web
- mastery in a Mac environment: Squarespace, InDesign, Photoshop, Illustrator, Acrobat, Keynote, Powerpoint, Word, Excel
- well-developed research, writing and editing skills
- strong information design skills
- directing complex, multi-faceted projects over short and long term, in teams or independently
- familiarity with Asana, G-Suite, and Slack
- excellent time-management and communication skills, developing systems of efficiency and quality control
- prepress preparation, colour management, print vs responsive screen, and digital vs press compatibility

## COMPLEMENTARY EXPERIENCE:

- I am a yoga teacher and meditation instructor and deeply enjoy working with students of all levels of ability and at all stages of life. I specialize in restorative yoga, and particularly love working with seniors and expectant mothers.
- I am a writer, visual artist, musician, and maker, with a thriving interest in ceramics and fibre arts.