


ALINA MARCHEWKA

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 alinamarch.com

EXPERIENCE

THE CORPORATION OF MASSEY HALL AND ROY THOMSON HALL Toronto, 2016 - present GRAPHIC AND DIGITAL DESIGNER

- In-house designer for Massey Hall and Roy Thomson Hall, working on various print & web projects and developing videos for digital signage

TD ASSET MANAGEMENT INC Toronto, 2015 - 2016 CONTRACT GRAPHIC DESIGNER

- Designed for multiple projects including sales tools, PowerPoint presentations and print pieces
- Storyboarded, edited and produced videos for Financial Planner and Advisor national events, as well as internal events

VIRGIN MOBILE CANADA Toronto, 2007 – 2015 SENIOR GRAPHIC DESIGNER + TEAM LEAD

Managed creative execution for all iconic phone launches including Samsung, Apple and HTC

- Corporate/Dealer Inline and kiosk style POP, including product displays and window clings

Collaborated with external agencies on various projects

- Approved, adapted and developed online and tactical campaigns
- Liaised with account managers to meet deadlines

Led National Retail and Store Merchandising

- Developed and managed branded creative updates for Best Buy, Glentel, Mobile Shop, and The Source
- Created promotional materials including tshirts, stationery items, mobile chargers and pull-up banners

Developed wayfinding design, stage decoration, and screen content for special events

- Osheaga, Squamish Valley Music Festival, Stampede Concert Series, MMVAs, MOD Club, VFest and more

Supported Social Media, PR and business stakeholders

- Designed original concepts for various promotional campaigns; includes video and photography
- Created branded presentations, videos and collateral for internal and all company events

F&G CANADA Mississauga, 2004 – 2006 JUNIOR GRAPHIC DESIGNER

- Designed corporate website, posters, banners and pop-up displays for tradeshow
- Prepared, reviewed and approved prepress files using VersaWorks Rolland for large format digital printing

FREELANCE

Toronto, 2010–present

- Brand identity for urbansproutmarketing.com
- Lead designer for a successfully funded Kickstarter board game - altemagames.com
- Video producer for Wanderfulsoul.com
- Video animation for The College Of Family Physicians Of Canada website
- Wedding services including invitation design, video and photography
- Getty Images video contributor

TOOLKIT/GADGETS

After Effects, Photoshop, Illustrator, InDesign, Premiere/Final Cut, Google Web Designer, Microsoft Office

Panasonic AF100, Olympus OM-D E-M1, GoPro, Mac/PC, DJI Mavic Pro

Fluent in Russian, experience designing in French

EDUCATION

GEORGE BROWN CITY COLLEGE
Toronto, 2004–2007

Ontario College Advanced Diploma
Graphic Design graduate with honors, majored in New Media

AWARDS

MAKE A DIFFERENCE RECOGNITION

Core - Get It Done

People Leadership - Drive Team Effectiveness

SUPERSTAR AWARDS

Virgin Mobile Superstar Award for Entrepreneurial Creativity and Red Hot

DESIGN THESIS

Second Place Award in New Media

Design Thesis