

ESRA DEGIRMENCI GRAPHIC AND ONLINE COMMUNICATION SPECIALIST

TORONTO, ON, M4V2B9

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Provisional RGD

EXPERTISE

- Art Direction
- Project Coordination
- Print Design Production & Application
- Branding & Identity Design
- Creative Brief Execution
- Concept Development
- Editorial & Ad Layouts
- Offset & Digital Printing
- Typography & Colour Theory
- Design Principles
- Website & eDirect Design
- Client Needs Analysis
- Logos & Marketing Collateral
- iPad Magazine Design
- Designing social media channels (Facebook, Twitter and YouTube)

TECHNICAL PORTFOLIO

- InDesign
- Photoshop
- Illustrator
- Digital Publishing Suite
- Dreamweaver
- CSS, HTML
- Content Management Systems (Wordpress, Sharepoint)
- Final Cut Pro
- PageMaker
- Microsoft Office (Word, Outlook, PowerPoint)

PROFILE

GRAPHIC DESIGN AND ONLINE COMMUNICATIONS SPECIALIST with 12+ years of freelance, private, and public sector experience in the end to end design and production of print and online content, ranging from website designs to posters, brochures, newsletters, and keynote presentations. Offers a proven eye for graphic design in addition to a strong suite of editorial and web design skills and focused attention to detail employed in ensuring compliance with requirements, standards, and expectations. Possesses nuanced expertise in creative brief execution, page build and layout, branding and logo design as well as advanced skill in the use of graphic design and desktop publishing solutions. Demonstrates excellent interpersonal and communication skills harnessed in working effectively with internal and external partners to complete deliverables within tight project timelines.

PROFESSIONAL EXPERIENCE

Web Support Analyst / Desktop Publisher (Ontario Public Service Employee) October 2012 - Present **The Alcohol and Gaming Commission of Ontario**

As part of the Communications & Corporate Affairs Division, supports the corporate and educational objectives of this fast-paced regulator through:

- **Inter/intranet web sites:** Manages and maintains the design and presentation of content and communications for the AGCO's inter/intranet web sites. Develops and tests new ways to present web content and enhance functionality of forms and relevant documents. Designs HTML internal eNewsletters, announcements and ads and updates layout depending on subject and season.
- **Desktop publishing:** Creates various print publications including forms, Annual Reports, brochures, posters, signs, newsletter and conference materials. Edits publications to ensure corresponding revisions are made in both French and English. Designs corporate identities for AGCO's divisions and conferences, as well as a range of digital and printing products for external clients including the Best Bar None program and the Canadian Association of Gaming Regulators conference. Coordinates external vendor services to ensure AGCO project timelines are met.

Print and Digital Designer, September 2011 - Present

Specializing in print and digital designs for diversified clientele, including reports, brochures, presentations and websites.

- **Scotiabank Printed Products:** Assisted the design department as a production designer. Created materials from source documents; laid out the content in a format that was easy to read and had visual impact.
- **Quarterly Report for Benefits Canada:** Redesigned outdated report, creating a colour scheme to separate the content visually and fashioned a more user-friendly report with table of contents and headlines for this 16-page + cover.
- **Keynote Presentation:** Designed an attention-grabbing and highly polished presentation with over 100 slides for a wireless telecommunications provider at MacLaren McCann.
- **Brochure Creation:** Conceptualized and created a bilingual (French & English) brochure for the CBC Pensioners National Association and was given free reign to build the design from the ground up.
- **Book Design:** Adapted Conception, Pregnancy & Birth by Dorling Kindersley Publishing. Designed a book on health, The Future in Food, written by Yasemin and Anthony Bradley. Booklet design for Adult Education classes for Temple Emanu-El; Designed Istanbul Eating & Drinking Guide for an English edition of Time Out Istanbul Magazine.

VOLUNTEER

- Designed a concept for a blues event and created incorporating design elements that would allow the Artscape Wychwood Barns Community Association to create a stronger visual identity for all events.
- Volunteered as a docent at Scotiabank Nuit Blanche 2010. Informed the public about the exhibition entitled Visual Conductions by Vapor Creative.
- Designed a brochure and banner for sponsors and an appreciation certificate for volunteers for the Turkish pavilion of Carassauga Festival of Cultures 2010, Mississauga.
- Created a poster for the Mike Field Jazz Quartet for Toronto Jazz Festival 2009.
- Designed a book for the Holocaust Survivor Members of Temple Emanu-El, Toronto in 2007.

EDUCATION & TRAINING

- **Diploma**
Multimedia Design & Production Technician 2011
Humber College, Canada
- **Postgraduate Certificate**
Graphic Arts and Digital Prepress 2005
Humber College, Canada
- **Bachelor of Fine Arts**
Graphic Arts 1997
Anadolu University, Turkey

PROFESSIONAL EXPERIENCE (cont'd)

EDirect & ENewsletter Designer, June 2011 - August 2011

Web Design & Development Intern, March 2011 - April 2011

Rogers Publishing, Toronto, Ontario

Secured a highly coveted internship at Canada's largest publishing company with 55 print brands and over 45 digital properties. Success in this position led to securing a contract position.

- As eDirect & eNewsletter Designer, creatively designed and redesigned eDirects leveraging expert knowledge of HTML, CSS, Abode CS5 Dreamweaver, Photoshop and Illustrator to execute projects.
- As Web Design & Development Intern, developed a micro-site for the Benefits Canada website and introduced jQuery so that an image gallery could be added to the website for a higher impact presentation focused on conferences and events. Also designed a micro-site for the Metal Working Magazine. The site provides information regarding previous, current and future occasions including content, date, location and speakers.

Graphic Designer, December 2008 - December 2009

SimpleLogic Inc., Toronto, Ontario

Was retained in a freelance position this with boutique communications firm specializing in plain language content, document design and communications consulting for insurance companies and banks.

- Deftly navigated archaic software when designing graphic solutions for projects including charts, tables and graphs, making sure that content would translate into newer programs.
- Collaborated with the creative director to ensure that brand integrity was maintained across design projects, matching typeface to the visual feel needs for perfect consistency.

Graphic Designer, August 2006 - December 2009

The UPS Store, Toronto, Ontario

Engaged in a full-time position with this company providing solutions for business and personal needs through graphic design, printing, finishing, scanning and archiving services and produced marketing collateral, websites, custom calendars and keynote presentations for lawyers, contractors and other business professionals.

- Held one-on-one consultations with clients in order to comprehensively understand their brand before preparing multiple options for logos, business cards, letterheads, envelopes, etc. for review.
- Created direct mail campaigns, websites and presentations with an overall look, graphic elements and content that matched the corporate identity.

Graphic Design Intern, April 2006 - June 2006

The Coupe Magazine, Toronto, Ontario

Joined this internationally acclaimed visual culture magazine which hosts an annual design and image competition and an issue featuring over 130 winning works around the world. Assisted the art direction in the preparation of the 2006 Annual International Design + Image Competition Issue, handling all aspects of page layout, including page builds, formatting type, designing repeats with new artwork and color corrections, all within a tight timeframe of 20 days.