

## DINA BELAIA, B.F.A.

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### PROFILE:

A Graphic Artist with over 10 years of experience and a broad set of skills, combining modern digital technologies with the traditional visual art training

### HIGHLIGHTS of my QUALIFICATIONS:

- **Graphic Design:** layout, typography, imaging (creation/digital manipulation), corporate identity
- **Pre-press Production:** retouching, scanning, colour correction, all aspects of preparing files for output
- **Traditional Visual Art:** illustration, sketching, photography, drawing, painting, murals

### SOFTWARE KNOWLEDGE:

- Adobe Photoshop 2020
- Adobe InDesign 2020
- Adobe Illustrator 2020
- Adobe Acrobat DC
- Dreamweaver 2020
- Microsoft Office (Word, PowerPoint)
- Digital imagery generating — drawing and editing directly on a tablet screen

### EXPERIENCE:

**Graphic Artist:** *Freelance projects* 2008-current

- *Valiant:* Designed entire identity package for an Amazon store: a logotype, advertisements, packaging etc.
- *KittyPrivy:* Designed logotype, stationery, website, and show booth materials (backdrop, card holders etc.)
- *Zaccheo & Associates Inc.:* Designed a corporate identity set: a logotype, stationery, and a website
- *Annelaine Production, Digital Legacy Institute, Managed Analytic Services etc.:* Designed logos for numerous clients
- *Various:* Art shows/galleries, hand-made books, private portraits and illustrations, face-painting

### Artist and Illustrator:

*Outside of the Box* project by City of Toronto – Painted an outdoor mural after being chosen in competition 2020

*ArtFull: A meaning Full Colouring Book; BoldBooks.ca* 2016

- Created 41 original illustrations for the advanced adult colouring book; layout and design of the book

**Graphic Artist:** *Orchard Intl., developer of creative gift and promotional items for beauty, home décor and other industries*

*Freelance project (2 months), placement by The Creative Group* 2007

- Designed/illustrated gift and cosmetic packaging, decorations and patterns for them
- Created numerous mock-ups for possible product packaging and presentations

**Graphic Artist:** *Nyman Ink, an information design firm* 1999 – 2008

- Designed and produced magazines, newsletters, brochures, annual reports, corporate identity (logos & stationery) for clients such as *Starlight Children's Foundation, Disney, Ricoh Canada, UofT Art Centre* and many more
- Dealt with all aspects of producing a publication: scanning, retouching, colour correction, illustration, typography, page layout, revisions from clients and editors, and all phases of pre-press production
- Worked on various projects with tight timelines (e.g. periodicals), never missing a deadline

**Graphic Artist:** *Electronic Palette Inc., an advertising firm (Freelance project, 5 months)* 2004

- Produced all printed materials for the *Budweiser* European Soccer advertising campaign, which included image and blank posters, danglers, coasters, pennant strings, placemats, scratch cards and more
- Produced all printed materials for the *TD Canada Trust International Jazz Festival* advertising campaign, which included banners, posters, bus and bridge artworks and more, about 50 pieces for each of ten cities
- Produced various other artworks for clients such as *TD Canada Trust, Budweiser, Bud Light, Bell Canada*
- Production included assembling and laying-out numerous images into an artwork, high-end retouching, colour correction and separation, image troubleshooting such as ensuring for the correct logos and legal lines, as well as corporate colours and fonts, delivering proofs to clients and final artwork to printers etc.

**Illustrator:** *Curriculum Plus publishers (Freelance project)* 2000 – 2001

- Created the original freehand watercolour illustration sets for three different children's books

**Graphic Artist:** *The Printing Press Inc., a graphic design company* 1998 – 1999

- Designed and produced advertisements, flyers, invitations, logos, corporate identity packages etc.
- Fully understood pre-press file preparation process while working directly with printing press operators

#### DEMONSTRATED SKILLS:

**Fast learner** — easily acquire new skills and eager to excel at existing ones

- Quickly master new software on the job while working – learned new programs at every position acquired
- Keep current with the industry trends by attending professional workshops and seminars such as Adobe events

**Communication and teamwork**

- Routinely worked with clients, editors, writers, production managers, printers, and press operators throughout the entire design and production process at both *Nyman Ink* and *The Printing Press Inc*

**Extremely detail and deadline oriented**

- Thoroughly checked/proof-read materials to ensure they were free of typographical and production errors
- Worked extensively on deadline-sensitive projects (e.g., newspaper ads, periodicals), never missed a deadline

#### EDUCATION and ACHIEVEMENTS:

- Honour Bachelor of Fine Arts (Visual Arts, Graphic Design Department), York University
- Art Shows: *Disrupting/Undoing Art Show*, OCAD University, 2013; *Central Connection*, 2015-19; *Yellow House Gallery*, 2015-2019; *John B. Aird, Drawing show*, 2017; *Cedar Ridge Gallery solo show*, 2018; *Art Olympia, Tokyo, Japan, Honorable Mention*, 2019; *Art as a Response to Mental Health*, Doncaster, UK, 2020
- Married, two children aged 12 and 14