

Ghazaleh Etezal

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Experience:

Designer

Design Pilot (*Toronto, Canada*)

Apr 2010-Present

- In short period heavily involved in high volume of projects including Photoshop web design, logo design, packaging, company booklets and multiple web projects with in-house developers.

Design Assistant

Kvvlu Inc. (*Toronto*)

Feb-Mar 2010

- Assisted Kengwei Lu on variety of web/interactive projects including wireframes, user experience, graphic creation and photo selection for multiple websites.
- Collaborated on innovative venture for local businesses and local marketing. Involved a lot of brainstorming, research and refining of idea. Project is still in process and put on hold due to increase of client work.

Project Administrator

Bloorcourt BIA (*Toronto, Canada*)

Feb-Dec 2009

- Redesigned logo along with brand-new website and community network populated by local residents, community organizations and business owners. Designed a strategy diagram for business improvement dependent on civic-engagement and creative projects.
- Applied to and coordinated process for Commercial Research and Investment Program for \$20,000 and Mural Program for \$5,000, outsourcing professional services for streetscape study and community mural.
- Conceptualized and coordinated the City cost-shared banner installation of Bloorcourt Street Gallery: 39 unique banner designs by 28 artists, combining public art and civic-engagement with the urban landscape.

Communications Officer/Designer

Bloor Improvement Group (BIG) (*Toronto*)

Feb 2008-Jun 2009

- Significant communications role updating participants, business owners and community. Successful at attracting over 30,000 people and 400 participants/vendors to the longest street festival in the city for its first year.
- Designed all communications material for 2008 and 2009 festival including logo, website, detailed maps, posters, postcards, t-shirts, newspaper ads and social network promotions.
- Led the design of community Charrette engaging about 20 volunteers dedicated to success of the inaugural festival, exploring ideas on its theme and planning.

Director/Designer

TheStoreFront Community project

Feb-Dec 2008

- Acquired vacant storefront with support from ThinkTankToronto and OCAD, experimenting transformation of space into a community hub for innovation and engagement facilitating variety of gatherings such as workshops, meetings and exhibits that engaged hundreds of people during the time it was active. Invited community to help define role of the space in the community.
- Gained media attention for innovation from Globe & Mail, Hamilton Spectator, OCAD and extended community

BIA Zone Research Coordinator

ThinkTankToronto (*Toronto*)

Feb 2008-Dec 2008

- Coordinated meetings to survey BIA board members across Toronto. Worked closely with Dr. Rafael Gomez on analyzing results, writing reports and combining quantitative results with qualitative insights.

Designer/Researcher/Intern

SamataMason (*Chicago*)

Jun-Sept 2007

- Involved in strategic thinking, planning, research, writing, design, marketing and presentation of a new online business venture in collaboration with two other interns.

Designer

TakingITGlobal (*Toronto*)

Feb-Dec 2006

- Led all creative and design of Youth Programme campaign at 2006 International AIDS Conference with over 22,000 in attendance, 1200 youth delegates. Job included photography, posters, panels, postcards, t-shirts, stickers, DVD loop all following consistent visual and advocacy messages. Work became a feature story on MuchMusic.
- Led youth workshops at Violence as Language (LVVL) program, teaching 15 to 18 year olds in groups of about 20 in underserved areas how to use digital cameras and graphic software to create multimedia pieces
- Designed logo and print material for Creating Local Connections (CLC) Canada
- Designed Issue 2 "As One" TIG Magazine leading creative layout of submitted youth stories in English and French on the Millennium Development Goals

Designer/Intern

Compass360 (*Toronto*)

Feb-Jun 2004

- Gained studio and industry experience in design and advertising before attending post-secondary education. Involved in branding and website design of a family-run restaurant.

Education:

Bachelor of Design in *Graphic Design*

Ontario College of Art & Design (*Toronto*)

2004-2008

Ringling College of Art & Design (*Sarasota, FL*)

Spring 2007

- Heavily focused on communities, networks, sustainability, activism and entrepreneurship
- Awarded Expressive Typography Award with winning pieces in Best of Ringling Show

Other:

- Highly skilled in Photoshop, Acrobat, Illustrator, InDesign, Dreamweaver, MS Office; experienced in Flash, Final Cut Pro, Premiere and proficient with HTML and CSS
- Active user of social media: Facebook, Flickr, Twitter, YouTube, LinkedIn, Ning; understanding of blogs, Web 2.0 tools and CMS websites
- Fluent in Farsi; can read and write in French, basic in speaking
- Passionate about innovation in communities and social interactions
- Extensive involvement in school sports teams as teenager; love cycling and walking