

Ghazaleh Etezal

Community Builder / Designer

getezal@gmail.com

Summary

i like to make things...
happen.

Specialties

social innovation, conceptual thinking, risk-taking, research, articulation, passion, persistence, information architecture, simplification, identity, typography, photography, web design, writing, speaking, presentation, conviction, ambition, leadership, integrity, energy

Experience

Knowledge Worker at Capgemini

May 2009 - Present (1 month)

recently hired for contract work in the Accelerated Solutions Environment (ASE)

Founder / Designer at MEconomist

January 2009 - Present (5 months)

Project Administrator at Bloorcourt Village B.I.A.

March 2008 - Present (1 year 3 months)

community organizing, project design and planning, brand development, communication strategy, leg-work, web and print communication: in the end, setting an example by using Bloorcourt neighbourhood as the building blocks towards a "sustainable urban village"

communication at ghazalehdesign

September 2006 - Present (2 years 9 months)

<http://ghazalehdesign.com>

Past clients:

Celplast Metallized Products - rebranding, website redesign, photography

RAMArchitect - branding

Blue Shoe Rewards - website redesign

BIG on Bloor festival - branding, website, planning, organizing, promotions, communication

2 recommendations available upon request

Director of TheStoreFront Community project and BIA Zone Research Coordinator at Think Tank Toronto

May 2008 - December 2008 (8 months)

Design and infrastructure planning of TheStoreFront Community project from concept to reality. Key skills: social and local networking, research, photography, writing, and online communication.

<http://thestorefrontcommunity.com>

BIA Zone Research Coordinator for ThinkTankToronto under Infrastructure Canada grant supplied to study the impact of the BIAs on the local communities by working with other researchers, surveying BIA board members all across Toronto and communicating information to the larger community at TheStoreFront.

<http://thinktanktoronto.com>

1 recommendation available upon request

Designer and Communications Officer at Bloor Improvement Group

April 2008 - July 2008 (4 months)

branding, marketing, promotions, communications, website, research, organization and planning for BIG and the inaugural BIG Festival on June 21 2008 and June 20, 2009

<http://bigonbloor.com>

intern at SamataMason

June 2007 - September 2007 (4 months)

<http://samatamason.com>

involved in strategic thinking, planning, research, business, design and presentation of a new business venture

2 recommendations available upon request

creative communicator/designer at TakingITGlobal

May 2006 - December 2006 (8 months)

<http://takingitglobal.org>

Creative designer of AIDS 2006 Conference for the Youth Programme:

Designed posters, photographed TIG staff and gave a voice to the Advocacy Campaign of the Toronto Youth Force.

Other projects at TIG include: Language as Violence; Violence as Language (LVVL), Creating Local Connections (CLC) Canada, TIG Magazine Issue 2, MDG Report publication and various other print and online material.

1 recommendation available upon request

intern designer at Compass360

February 2004 - June 2004 (5 months)

<http://compass360.com>

In my last year of highschool I applied to do an internship at Compass360 after researching top agencies in Toronto. I'm still in touch with them and visit them time to time. It was my taste of the industry before university and I learned quite a lot about what it's like to be a graphic designer. I worked on materials for a family restaurant including identity, promotions, menu and website. I also worked on Karl's racing website and made it interactive from his photoshop document. Great learning experience for me.

1 recommendation available upon request

Education

OCAD

BDes, Graphic Design, 2004 - 2008

Ringling School of Art and Design

Graphic & Interactive Communication, 2007 - 2007

Activities and Societies: Mobility/Exchange student for Spring 2007 semester

Honors and Awards

Allen, Richard W., ed. "Big ideas need space to incubate." Spectator [Hamilton] 22 Apr. 2009, A11 sec.

Sayej, Nadja, ed. "Social enterprise with a twist." Globe & Mail [Toronto] 22 Nov. 2008, T.O. sec.

Kostoff, Larissa. "Investigative Intelligence: ThinkTanks Proliferate at OCAD." OCAD Sketch Winter 2008: 12-17.

"MuchTalks." MuchTalks: AIDS. Much Music. Featured story. 1 Dec. 2006.

Interests

power of internet, poetry, basketball, cycling, randomness, conversation about anything with absolutely anyone, new places, new people, family, history, future, laughing, performance, smiles on people's faces, hugging, interviews, asking questions, going under water, practicing vocals, ambition to be a "real" superstar, sushi, thai, vietnamese, ambition to travel the world but living a travel with where i am, voice.

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7 people have recommended Ghazaleh

"I was intrigued and impressed with Ghazaleh since we first met and she expressed her interest in combining her interests in design and communications with social change. She worked with TakingITGlobal and created an impressive portfolio of materials for the International AIDS Conference in 2006 including postcards, tshirts, posters, banners, stickers and conceptual input that helped strengthen the overall impact and presence of the Toronto Youth Force. Most recently, in her capacity as founder of TheStoreFront Community project, she generously hosted TakingITGlobal for our V6 launch last week - which is an example of how she connects ideas, initiatives and causes she cares about!"

— **Jennifer Corriero**, *Executive Director, TakingITGlobal*, managed Ghazaleh at TakingITGlobal

"Knowing Ghazaleh from her senior work at OCAD, I know she's an extraordinary graphic designer and conceptualizer. She then successfully carried over her concepts and values into the community, and developed a unique physical storefront presence in a beaten-down area of center city Toronto. Her work at The StoreFront has made quite a difference in less than a year - I highly recommend her as a designer, community activist, and visionary."

— **Peter Jones**, *Managing Principal, Redesign Research, Inc.*, was with another company when working with Ghazaleh at Think Tank Toronto

"Ghazaleh is energetic, intelligent, creative, and generous. She works hard and thinks deeply. She speaks from the heart, respects everyone's input, and cooperates with a strong commitment to realizing common goals. Overall, a wonderfully creative person, a generous personality, and a source of truly inspirational energy."

— **David Barringer**, *Writer/Designer, Self-employed*, worked with Ghazaleh at ghazalehdesign

"I had the pleasure of working with Ghazaleh when she interned with Compass360 a few years ago. She is bright, enthusiastic and passionate about great creative. She jumped into every project we threw at her and always delivered well-considered and polished work."

— **Karl Thomson**, *Managing Partner, Compass360*, managed Ghazaleh at Compass360

"Ghazaleh's work showcases a breadth of talent and synthesizes some surprising contrasts:

maturity and playfulness, clarity and risk taking, ergonomic commitment and experimental, aesthetic, ambition. As a young designer she is clearly interested in pushing limits and finding strategies to make complex things work with apparent effortless. Ghazaleh is interested in growing through experience as well as through dialogue, participation, and critique. Most of all, along with a sharp intellect she brings a sense of optimistic good cheer to every task, making her a strong contributor on ambitious projects."

— **Greg Van Alstyne**, *Associate Professor, Ontario College of Art and Design*, managed Ghazaleh at liberty of people

"Energetic. Passionate. Deep thinker. Ghazaleh makes things happen."

— **Dave Mason**, was Ghazaleh's client

"Ghazaleh is a talented and creative force alone and in any group environment. Her relentless pursuit of a "great idea" is both refreshing and needed for someone working as a designer and problem solver. I recommend her in any creative capacity where she can use her considerable design talents."

— **Greg Samata**, *Owner, samatamason*, managed Ghazaleh at SamataMason

[Contact Ghazaleh on LinkedIn](#)