

TARALYN MARSHALL

graphic designer

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Toronto, Ontario

taralynmarshall.com

WORK EXPERIENCE

Freelance Designer – Toronto, ON

December 2007 to Present

Provide identity, print, and web design for a variety of clients.

Select work includes:

Holt Renfrew – ‘muse’ magazine, ‘holts marketing news’ newsletter
Wittington Fashion Retail Group – ‘three’ DVD package and labels
Humber College – flyers, programs and logo recreation for comedy course
University of Carleton – video and audio editing for presentation purpose
Gattland Contracting Group Inc. – logo and corporate identity pieces
Curb Signs – website, corporate identity pieces
Royal Oak Property Management – logo, corporate identity pieces
Red Sky Management – logo

BIG Image Marketing Group – Toronto, ON

DESIGNER, December 2008 to February 2009

Designed, and when required photographed, art directed, prepared for print and proofed materials for high-profile clients.

Select work includes:

Nestlé Carnation Hot Chocolate – recreation of logo, art direction of sell sheet
Nestlé Confectionary – designed 8-page seasonal sell sheet
Nestlé Confectionary – created 3D visuals of in-store displays for client pitches
Baby Nestlé – designed several POS pieces for Gerber and Good Start
Baby Nestlé – photographed product and designed series of coupons
Nestlé Good Start – produced hand-drawn illustrations for client research
Coca-Cola – worked on complex packaging for Nestea and Vitao products

Yamaha Motor Canada Ltd. – Toronto, ON

GRAPHIC DESIGN COORDINATOR, April 2004 to November 2008

Conceptualized, designed and executed all national marketing materials, including POS, magazines, brochures, web, direct-mail, technical materials, outdoor media, logos, packaging, catalogues, clothing, etc...

Frequently participated in brainstorming for event ideas and marketing direction.

EDUCATION

DPA Communications – Toronto, ON

2005 to 2008

Courses in Intermediate Adobe Flash CS3: ActionScript 2.0, Adobe InDesign Advanced, Adobe Illustrator Advanced, and Adobe Acrobat Professional Advanced

George Brown College – Toronto, ON

2005 to 2006

Courses in Dreamweaver Intro and Advanced, and Flash Intro and Advanced

Durham College – Oshawa, ON

2002 to 2004

Diploma in Advertising

* je suis certifié en français

TECHNICAL SKILLS

Quark Xpress, Adobe InDesign CS4, Adobe Illustrator CS4, Adobe Photoshop CS4, Final Cut Pro, Adobe Flash CS4, Adobe Dreamweaver CS4, Microsoft Office, FileMaker Pro, DiscTracker, Adobe Acrobat Professional, Adobe Acrobat Distiller

VOLUNTEER

I have volunteered my graphic skills in support of the *Juvenile Diabetes Research Foundation of Canada* and the *Toronto Rape Crisis Centre*.

INTERESTS

I love to design and I have a passion for art! My hobbies include photography and playing the piano. You can usually find me at a gallery or comedy show around the city.