

## SVETLANA IONAS

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*Svetlana is a professional artist with +8 years of experience in visual design for prominent brands such as Mercedes Benz, Tim Hortons and Cistel Technology. Leveraging strong technical foundation, she acquired web tools and translated her artistic skills into the digital world as evident by her portfolio. Her work experience in Europe, Asia and North America allowed her to accumulate rich international expertise and excel in client management.*

### Education HACKERYOU

2016 Advanced Web Development Course, Certificate

2017 Advanced JavaScript Course, Certificate

2009 **NEW IMAGE COLLEGE OF DESIGN & TECHNOLOGY**

Graphic and Multimedia Designer

1999 **TECHNICAL UNIVERSITY OF MOLDOVA**

Bachelor of Engineering, Industrial and Civil

**Work Tools** HTML 5, CSS 3, JavaScript 6, jQuery, Sass, APIs, Prepros, FileZilla.  
WordPress, Bootstrap, InVision, Sketch, Adobe Creative Suite CS5/6 (Illustrator, Photoshop, InDesign, Flash, Dreamweaver), Final Cut Pro X. Proficient in photography and video editing; social media savvy.

**Experience** **CONSTANTIN CONSTRUCTION & HOME RENOVATION** **TORONTO, ON**  
Jun '12- Present **Web Designer & Marketing Lead**

Constantin Construction is a Toronto-based renovation company with 5+ subcontractors.

- Designed and developed a responsive 10+ page website: wireframing, PSD layout, UI/UX Design, WordPress template customization, SEO improvement.
- Led complete brand development: logo, flyers, brochure, yard signs.

Jan '17-Present **SUPREME COLLISION CENTRE** **THORNHILL, ON**  
**Graphic Designer**

Leading the graphic design practice of the organization and creating all kinds of visual materials from business cards to large format banners and signs.

Oct '16 – Apr '17 **ETHER MESH** **TORONTO, ON**  
**UI Designer**

A blockchain application enabling wireless internet sharing economy with Mesh networks.

- Led all design work to develop Ether Mesh's minimum viable product (MVP), which was presented at the World Government Summit.

Feb '13 – Dec '16 **EMBASSY FINE ART & PUBLISHING INC** **AURORA, ON**  
**Graphic & Web Designer, Customer Relationship Lead**

- Managed relationship with 100+ clients in Canada & US including political leaders (*Mayor and Councilors of Markham, Newmarket & GTA, MPPs*), *Wealth Management Advisors (RBC, TD, CIBC Wood Gundy, etc.)*, consulting and legal firms (*Cistel Technology and Management, Sussex Strategy Group, etc.*).
- Developed brand strategy, designed visual material (including web UI) for 2 political campaigns for Aurora Councilor candidates, targeting +10K residents in Aurora.
- Performed market research and designed new collections (*All Occasion & Christmas/Holiday Greeting Cards*), which made the business offerings more competitive.
- Personally approached 40 VIP clients and customized the design to meet their marketing needs which led to higher customer retention and increased sales by 15%.

Nov '10 – Apr '12 **EXPRESSIONS EMBLEMATIC PRODUCTS INC** **ETOBICOKE, ON**  
**Product Designer & Customer Service Lead**

Leading North American manufacturer/importer of metal product with 25 years in operation.

- Led relationship with Fortune 500 customers (*Mercedes Benz, Tim Horton's, Arc'Terix, etc.*) as well as manufacturers in Canada, Hong Kong, and USA.
- Created 3D design of 5-6 orders/day under a strict timeline with products varying from sport medals to jewelry lines.
- Integrated creativity with engineering specifications to develop visual proof of product and mold design for mass production.
- Led all technical documentation following the product import from Hong Kong.

May '10 – Aug '10 **PIECES OF HISTORY** **WOODBRIDGE, ON**  
**Graphic Designer & Marketing Assistant**  
5+ Employee antique boutique

- Consulted with marketing team to establish nature and content of promotional material and best strategies to maximize product sales and target potential clients.
- Designed wide variety of promotional material (flyers, posters, newsletters and gift cards) with pre-press specifications for production.

Nov '09 – May '10 **OMEGA ALTMED CENTRE** **TORONTO, ON**  
**Graphic Designer**  
Conceptualized and designed layout for brand new magazine for print and web by incorporating brand principals into well designed messages.

Sep '05 – May '08 **DINITROL** **MOLDOVA, EUROPE**  
**Marketing Manager**  
Belgian Francize specialized in Auto Rust Prevention & Treatment.

- Led budget and coordinated annual marketing development and research focused on clientele growing.
- Designed and visualized all promotional material as well as led pre-press process.
- Led relationship with print suppliers.

### **Freelance**

Nov '16 – Dec '16 **Toronto Free-Net** **TORONTO, ON**  
Non-profit Internet carrier. Designed new landing page for website.

May '14 – Jun '14 **Italian Heritage Month**  
Created artwork for posters, large format banner and tickets for Italian Festival at Casa Loma.

Sept '10 – Oct '10 **Si-Si Cine Toronto Latin Film Festival 2010**  
Created and designed film festival cards and digital flyer.

Jan '10 – Apr '10 **Minuteman Press, Woodbridge**  
Created and printed promotional materials from small business to big corporations.  
Estimated the most suitable materials to meet client budget and support all marketing efforts.

Oct '10 – Nov '10 **Toronto School of Music and Art / TSOMA/**  
Designed new logo, brochures, flyers, business cards, fashion catalog JIAS 2010.

Nov '08 – Jun '09 **New Image College of Design and Technology**  
Designed web and print advertisements, brochure and flyers to attract new applicants. Led Sick Kids project and created a digital banner for new online program adopted for children with disabilities.

**Portfolio** [www.ionas4.com](http://www.ionas4.com)

**Awards** Employee of the Month at Pieces of History 2010.  
The best ad for Toronto Wizard of Eyes at New Image College Design and Technology.

**Travel** Multicultural background: lived for extensive period in Israel and Europe. Proficient in Russian, Hebrew and Romanian. Can read French.

**Personal** Watercolor painting, crafting, jogging, book & cat lover, photography, and interior design guru.