



KASMARA

ALEXANDERKASMARA

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www.KASMARA.com

OBJECTIVE

To find a challenging position within a dynamic design company that will allow me to utilize my professional and academic experience within a creative environment and become a part of the company's growth and success.

SKILLS & EXPERIENCE

MULTIMEDIA DESIGN

- Designed sites with clients' needs/vision in mind.
- Revised and optimized web sites with addition of custom enhancements when needed.
- Assisted clients' with their concepts and ideas regarding requirements, specifications and branding/presence.
- Advanced CSS layout experience.
- Created web ads, banners (static and animated) and emails.
- Produced print designs for business cards, brochures/flyers, banners, ads and packaging.
- Storyboarding and conceptualizing sites and interactive applications
- Logo design.
- Video editing and creation.

MANAGEMENT

- Managed production schedules and team of web designers.
- Organized meetings between clients and teams with regards to design concepts, content management, prototyping, site completion dates, etc.
- Assisted and guided interns with their work regarding web designing and graphics.
- Met with clients to discuss layout/"look" of their web sites.
- Assisted in the launch and/or re-launch various clients' online presence.

WORK EXPERIENCE

i. Senior Web Designer
70 Main Street Inc.
 (2010 - present)

iv. Web Designer (Contract)
70 Main Street
 (2003 - 2004)

ii. Senior Web Designer
Orbis Communications Inc.
 (2005 - 2010)

v. Web Designer (Contract)
Incubation Interactive Inc.
 (2001 - 2002)

iii. Web Designer (Contract)
Xenophile Media
 (2004 - 2005)

vi. Web Designer/Team Leader
World Wide Web Institute
 (1999 - 2000)



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EDUCATION

Sheridan Institute of Technology and Advanced Learning (2002-2003)

- Interactive Multimedia
- Graduated with Post Graduate Diploma, *Sheridan Scholar*

Ryerson University (1994 - 1998)

- Graphic Communications Management
- Graduated with Bachelor of Technology

SOFTWARE APPLICATIONS

- HTML & CSS
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Illustrator
- Adobe InDesign
- Adobe Flash
- Adobe Premier
- Adobe AfterEffects
- Adobe Acrobat
- Eclipse
- Quark Xpress
- Sound Forge
- Microsoft Office
- PC & Mac platform

COURSE RELATED SKILLS

- Web & graphic design
- Web coding
- Flash animation and programming
- Typographic composition
- Production planning
- Multimedia theory
- Project management
- Human resource management
- Marketing research principles and techniques
- Storyboarding
- Print theory
- Video and sound editing

SKILLS & QUALITIES

- Creative and ambitious
- Flexible and reliable
- Personable, works well in teams and individually
- Friendly and charming
- Awesome sense of humour

PORTFOLIO

- www.kasmara.com

REFERENCES

- Provided upon request