

Natalia Fyrnina

Production Artist

SUMMARY

Skilled digital artist with a wide experience in the e-commerce field, looking for a challenging and exciting role in a creative industry.

Accurate attention to detail and ability to follow through on projects.

Effective team player who can also work individually to complete tasks.

SKILL & EXPERTISE

- ◆ Adobe Creative Suite CC
- ◆ Graphic Design & Illustration
- ◆ Windows and Mac OS
- ◆ Content Management
- ◆ Image Editing and Composition
- ◆ Image Correction and Retouching

EXPERIENCE

E-commerce Production Artist at Homesav.com

June 2011 - January 2014

Main responsibility includes creating graphical artwork and editing vendor imagery to support sales and marketing, ensuring all editorial photos are of the highest quality before publishing them via the web based CMS on a day-to-day basis.

- ◆ Reviews the product images provided by the vendors, modifies its appearance, adds or removes components, and updates on our website.
- ◆ Carries out and develops various technical and artistic works such as image cropping, histogram, color and background change, Image orientation, illustrations, text, drawing, special effects, etc. by using Photoshop, Illustrator, InDesign.
- ◆ Modifies, retouches, and produces computerized photography such as image manipulation, compositing, repositioning, colour correction, structure adjustment and resizing by using Photoshop.
- ◆ Liaises with marketing and merchandising team to ensure site content as well as advises on the aspects related to the graphic presentation and animation of the site.
- ◆ Additional Responsibilities include producing corporate presentation using Adobe InDesign and Illustrator

Marketing and Event Associate at Sphere Entertainment

May - January 2010

- ◆ Assisted in planning and executing a variety of children's shows and events across GTA.
- ◆ Provided administrative support - travel coordination, mailing and client list update, invoicing.
- ◆ Conducted marketing research to aid in the successful planning across GTA tours.
- ◆ Managed database.
- ◆ Managed cashiering activities in the areas of selling merchandise.

EDUCATION

George Brown College

Certificate in Event Marketing, January - December 2010

Ural State University

BA, Linguistic, 2004 - 2009

INTERESTS & ACTIVITIES

Love of Film, Theatre and Literature
Learning French at Alliance Francaise
Playing Piano

REFERENCES

Chris Harte - TechartMedia.ca
Contact Number - 647 883 8346

Michel Clark - Graphic Designer at UXGENT.CO
Contact Number - 416 529 2679

Steph Mo - Head Merchandiser / Buyer at HOMESAV.com
Contact Number - 416 561 6767



NATALIA.FYRNINA@GMAIL.COM



647-770-6226



WWW.NATALIAFYRNINA.COM