

golden child creations.

creating content with character

HOME

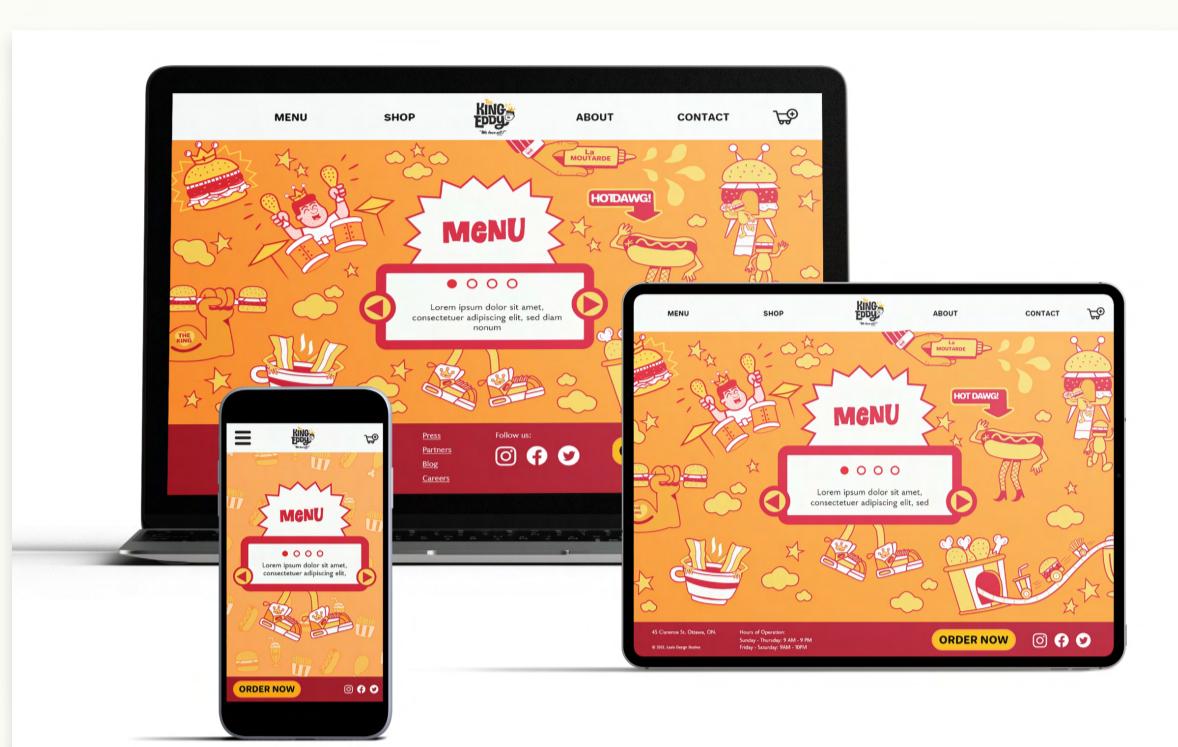
ABOUT

SERVICES

WORKS

CONTACT

RECENT WORK.



THE KING EDDY

UX/UI DESIGN

A clever website re-design that utilizes UX/UI to offer better solutions towards client/user goals.

[MORE WORKS](#)

GOLDEN STANDARDS.

UX DESIGN/ UI DESIGN

Putting users & clients first with design thinking practices.

BRANDING/ IDENTITY

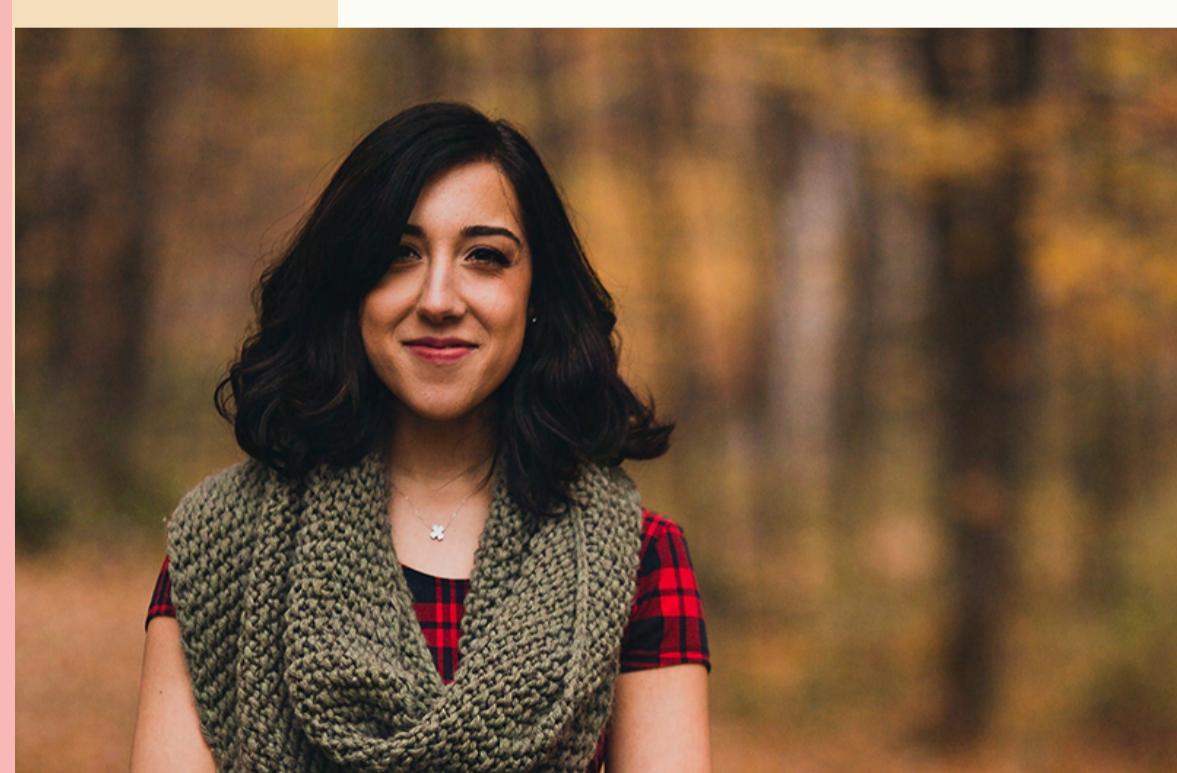
Connecting with clients & use of strong designs to make visions a reality.

PRODUCTION/ STORYTELLING

A proven understanding of human centric behaviour.

PUBLIC ENGAGEMENT

An emphasis on community and cultural experiences.



LET'S TELL A STORY.

Like what you see? Let's collaborate on a project! **golden child creations.** can offer out-of-the-box thinking, creative expertise, and quality results. Click the button below to send a message about working together.

THE DESIGNER.

[CONTACT ME](#)

ABOUT.



golden child creations. is the pseudonym for Ottawa based designer Zarina Laalo. The name is a play on her first name, which translates to "golden" while also describing her standards for excellence in design and production.

HOME

ABOUT

SERVICES

WORKS

CONTACT

DESIGNER. CURATOR. STORYTELLER.



Zarina Laalo is a designer/curator with a bachelors in studio arts and a masters in art history. She has worked with museum and gallery exhibitions and public programming for over a decade. Zarina is currently a student in the Interactive Media Design program at Algonquin College.

Zarina's theory, knowledge, and experiences in arts and curatorial practices is integral to her creative mindset and design approach. She is studying to learn new technical skills to help create innovative digital solutions to the field of exhibition design, but is also interested in working with design agencies that take on creative, unconventional clients. She is particularly interested in projects that involve user engagement and crafting interactive digital experiences.

EXPERIENCE.

[FULL CV | PDF](#)

EDUCATION

PRESENT

Interactive Media Design
Algonquin College

2012

Masters of Art History
University of Toronto

2011

Bachelors of Fine Arts
University of Ottawa

ORGANIZATIONS I'VE WORKED WITH

Vancouver International Sculpture Biennale
ContentWorks Inc.
Library and Archives Canada
Canadian Museum of History
WALL SPACE Gallery

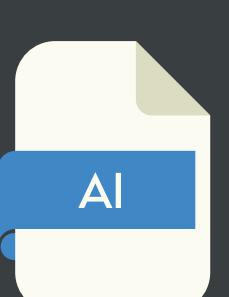
PROFESSIONAL AWARDS

2020 - BC Heritage Award,
Curator for Weaving Cultural Identities

SKILLS



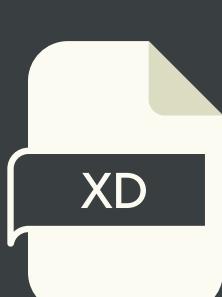
Photoshop



Illustrator



InDesign



Xd



PremierePro



HTML



CSS

SERVICES.

golden child creations. offers a mix of services for both small and large projects. The designer works efficiently in multiple roles and will bring cross-disciplinary skills to create multiple products that function spectacularly together.

[SEE WORKS](#)

[HOME](#)

[ABOUT](#)

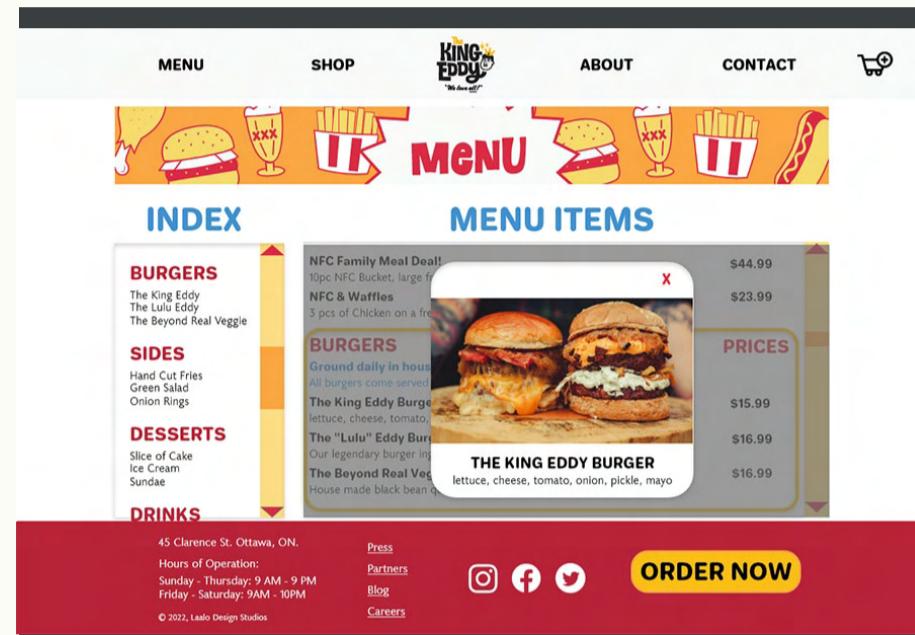
[SERVICES](#)

[WORKS](#)

[CONTACT](#)

SERVICES/ROLES INCLUDE

1. [UX/UI DESIGN](#)
2. [BRANDING/IDENTITY](#)
3. [PRODUCTION/STORYTELLING](#)
4. [PUBLIC ENGAGEMENT](#)



UX/UI DESIGN.

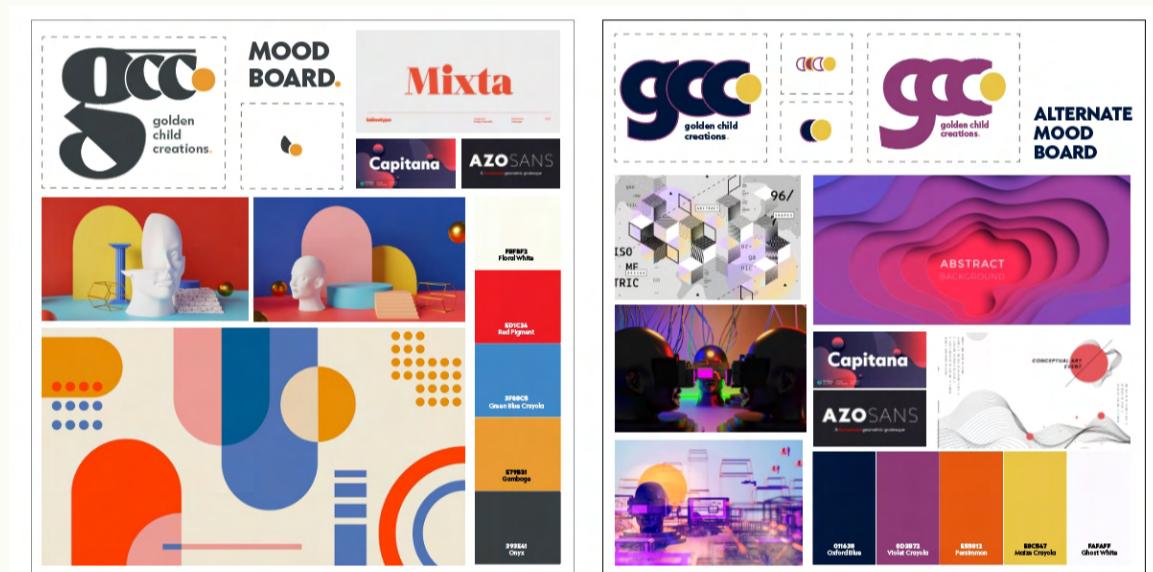
Design thinking practices, interaction design, and information architecture are the pillars of UX/UI design for **golden child creations**. From website/app development to interactive public experiences, she can handle all steps from research to testing.

Programs: Miro, InVision, Adobe XD

BRANDING/IDENTITY.

Effective branding and identity is the foundation for any successful business, and **golden child creations**. wants to help make your vision a reality. Strong design skills coupled with excellent client connections result in beautiful branding, comprehensive guides, and identity that stands out.

Programs: InVision, Adobe Illustrator & InDesign



PRODUCTION/STORYTELLING.

As a curator, one of the designer's strongest skills is building narratives and telling a story. Why not try multiple media to tell yours? Photography, illustration, video, and web design are only some of the production tools **golden child creations**. can offer. She can handle project management and creation.

Programs: Adobe Illustrator, Photoshop, InDesign, Premiere Pro

PUBLIC ENGAGEMENT.

Having developed and implemented public programming for museums and galleries makes **golden child creations**. especially attuned to the values of interactivity and public engagement. She can conceptualize and design unique experiences through interactivity and immersive encounters, pushed by the digital.

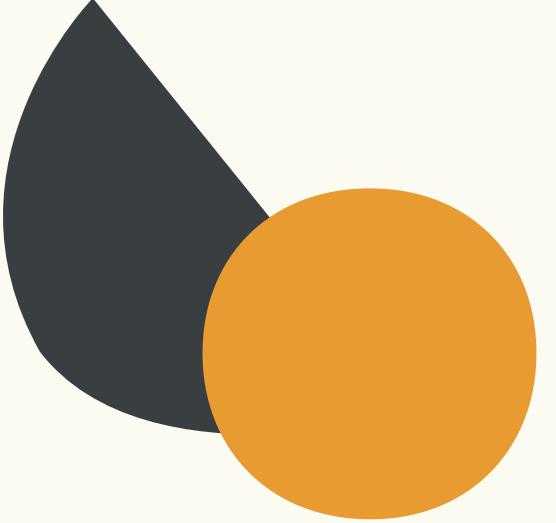


WORKS.

[ALL WORKS](#) [UX/UI DESIGN](#) [BRANDING/IDENTITY](#) [PRODUCTION/STORYTELLING](#) [PUBLIC ENGAGEMENT](#)

HOME
ABOUT
SERVICES
WORKS
CONTACT





HOME

ABOUT

SERVICES

WORKS

CONTACT

CONTACT.

GET IN TOUCH.

First name

Last name

E-mail

Message

SUBMIT

Interested in a project or collaboration? Contact **golden child creations** directly:



(613) 123-4567



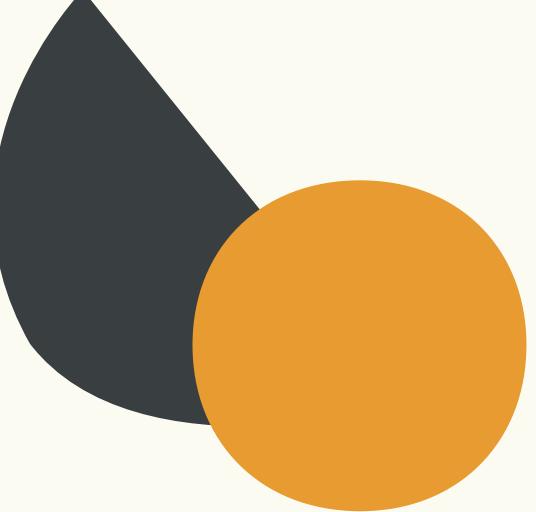
laal0007@algonquinlive.com



Ottawa, ON, Canada



Copyright © 2022, Zarina Laalo



HOME

ABOUT

SERVICES

WORKS

CONTACT

OOPS.

This page is not complete yet. Visit back soon for an update on this project, or contact **golden child creations** directly for more details.

[**CONTACT FOR PROJECT INFO**](#)

[**RETURN TO WORKS**](#)

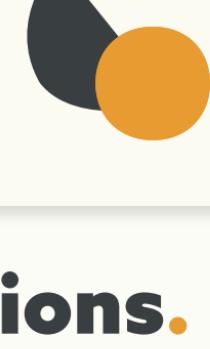


Copyright © 2022, Zarina Laalo



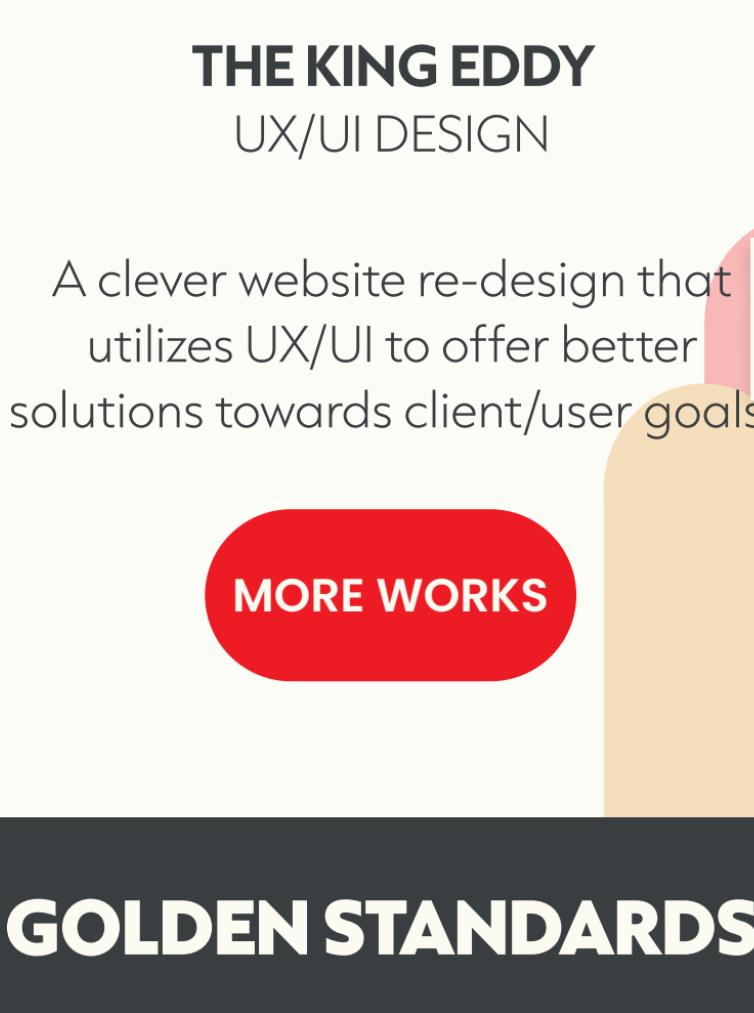


HOME



golden child creations.
creating content with character

RECENT WORK.



THE KING EDDY UX/UI DESIGN

A clever website re-design that utilizes UX/UI to offer better solutions towards client/user goals.



[MORE WORKS](#)

GOLDEN STANDARDS.

BRANDING / IDENTITY

Connecting with clients & use of strong designs to make visions a reality.



golden
child
creations.

UI

ents

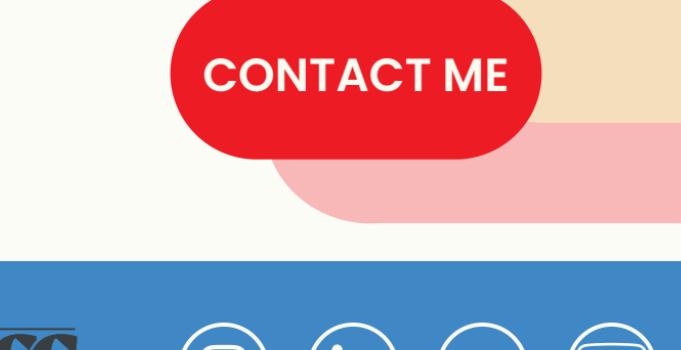
s.

PRO

STO

und
hu

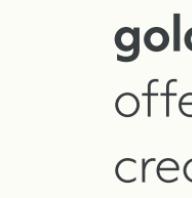
THE DESIGNER.



LET'S TELL A STORY.

Like what you see? Let's collaborate on a project! **golden child creations.** can offer out-of-the-box thinking, creative expertise, and quality results. Click the button below to send a message about working together.

[CONTACT ME](#)



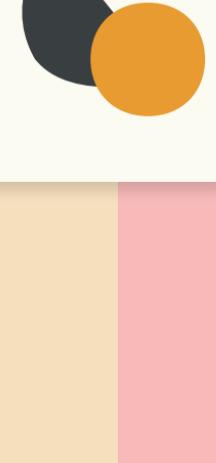
golden
child
creations.



Copyright © 2022, Zarina Laalo



ABOUT

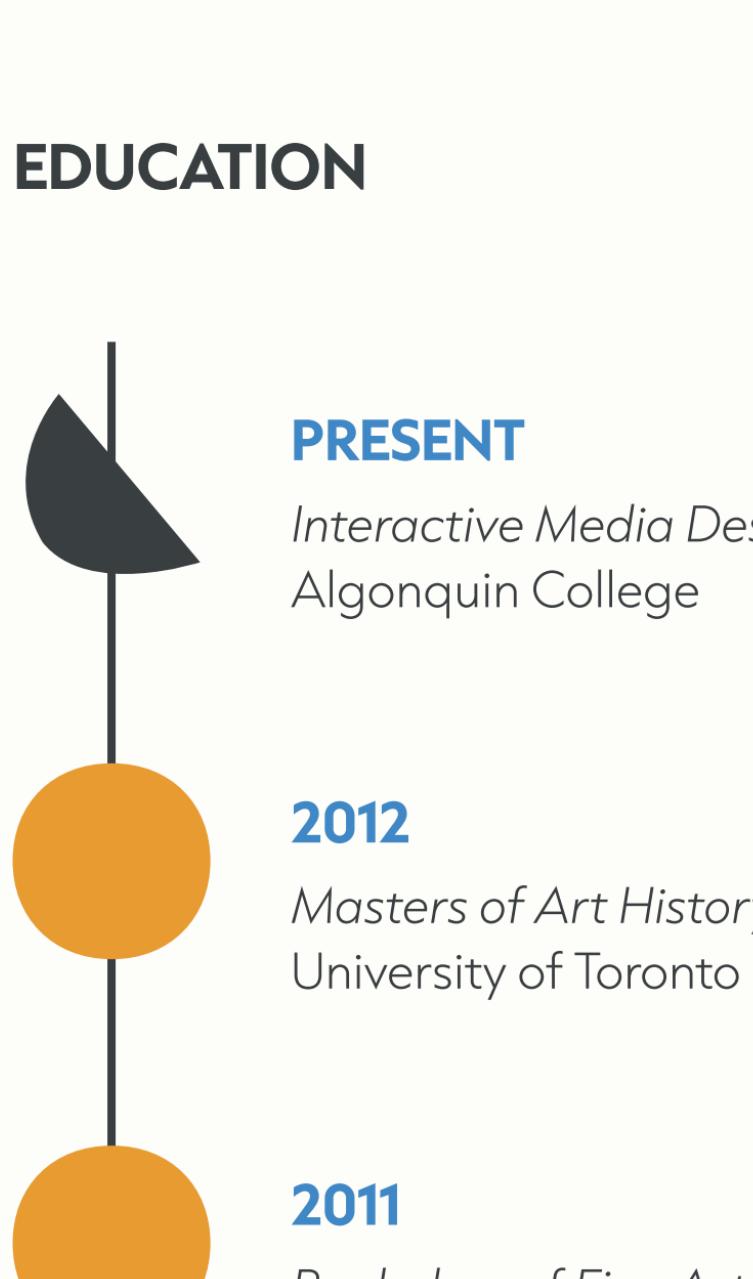
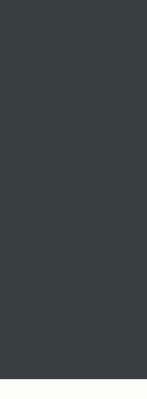


ABOUT.



golden child creations. is the pseudonym for Ottawa based designer Zarina Laalo. The name is a play on her first name, which translates to "golden" while also describing her standards for excellence in design and production.

DESIGNER. CURATOR. STORYTELLER.



Zarina Laalo is a designer/curator with a bachelors in studio arts and a masters in art history. She has worked with museum and gallery exhibitions and public programming for over a decade. Zarina is currently a student in the Interactive Media Design program at Algonquin College.

Zarina's theory, knowledge, and experiences in arts and curatorial practices is integral to her creative mindset and design approach. She is studying to learn new technical skills to help create innovative digital solutions to the field of exhibition design, but is also interested in working with design agencies that take on creative, unconventional clients. She is particularly interested in projects that involve user engagement and crafting interactive digital experiences.

EXPERIENCE.

[FULL CV | PDF](#)

EDUCATION

PRESENT

Interactive Media Design
Algonquin College

2012

Masters of Art History
University of Toronto

2011

Bachelors of Fine Arts
University of Ottawa

ORGANIZATIONS I'VE WORKED WITH

Vancouver Biennale

ContentWorks Inc.

Library and Archives Canada

Canadian Museum of History

WALL SPACE Gallery

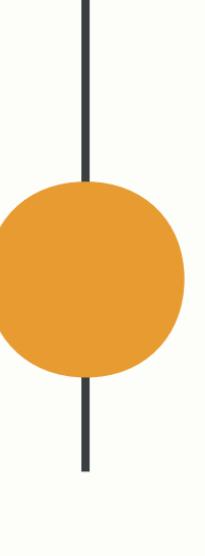
PROFESSIONAL AWARDS

2020 - BC Heritage Award,

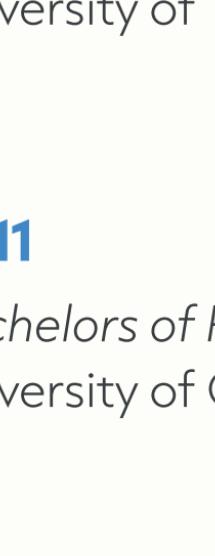
Curator for exhibition

Weaving Cultural Identities

SKILLS



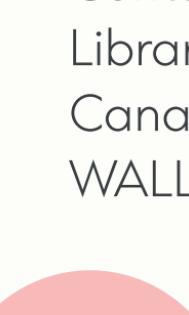
Photoshop



Illustrator



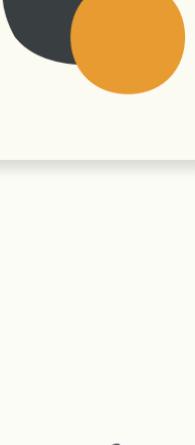
InDe



Copyright © 2022, Zarina Laalo



SERVICES

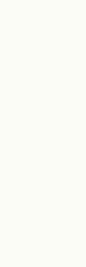


SERVICES.

golden child creations. offers a mix of services for both small and large projects. The designer works efficiently in multiple roles and will bring cross-disciplinary skills to create multiple products that function spectacularly together.

SERVICES/ROLES INCLUDE

1. UX/UI DESIGN
2. BRANDING/IDENTITY
3. PRODUCTION/
STORYTELLING
4. PUBLIC ENGAGEMENT



UX/UI DESIGN.



Design thinking practices, interaction design, and information architecture are the pillars of UX/UI design for **golden child creations**. From website/app development to interactive public experiences, she can handle all steps from research to testing.

Programs: Miro, InVision, Adobe Xd

BRANDING/IDENTITY.

Effective branding and identity is the foundation for any successful business, and **golden child creations**. wants to help make your vision a reality. Strong design skills coupled with excellent client connections result in beautiful branding, comprehensive guides, and identity that stands out.

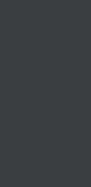
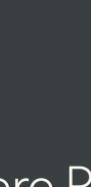
Programs: InVision, Adobe Illustrator & InDesign

PRODUCTION/ STORYTELLING.

As a curator, one of the designer's strongest skills is building narratives and telling a story. Why not try multiple media to tell yours? Photography, illustration, video, and web design are only some of the production tools **golden child creations**. can offer. She can handle project management and creation.

Programs: Adobe Illustrator, Photoshop, InDesign, Premiere Pro

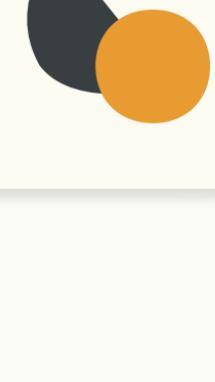
Having developed and implemented public programming for museums and galleries makes **golden child creations**. especially attuned to the values of interactivity and public engagement. She can conceptualize and design unique experiences through interactivity and immersive encounters, pushed by the digital.



Copyright © 2022, Zarina Laalo



WORKS



WORKS.

ALL WORKS

UX/UI DESIGN

BRANDING/IDENTITY

PRODUCTION/STORYTELLING

PUBLIC ENGAGEMENT

KING EDDY WEBSITE
UX/UI DESIGN

OPTION 3

Strong, Contemporary, Confident, Clean

DAVIDSTEA

LOGO/Navigation

Gill Sans Nova, Shadowed Outlined
Logo size Varies, Navigation 16px

WORLD'S BEST TEA

Headers/Subheader

Novocento Wide, Bold (header), Semi-bold (sub)
Header 64 px; Subheader 32 px

DAVIDsTEA RE-BRAND

LOREM IPSUM DOLOR SIT AMET, ET SED GALLUM ID SINT
PROVIDENT AUT ALIQUAM QUOD SED ULLUM ARCHITECTO SED
DOLORES SINT SIT ALIQUAM QUITAMEST COV
NAM MOLLIA ANI SIT ALIQUAM QUITAMEST COV
EXCEPTUO QUO IN US



DAVIDSTEA

BRANDING/IDENTITY



golden
child
creations.



Copyright © 2022, Zarina Laalo





CONTACT



CONTACT.

GET IN TOUCH.

First name

First Name

Last name

Last name

E-mail

joe@schmoe.com

Message



SUBMIT

Interested in a project or collaboration? Contact **golden child creations** directly:



(613) 123-4567



laal0007@algonquinlive.com



Ottawa, ON, Canada



Copyright © 2022, Zarina Laalo



WORKS

ERROR PAGE



OOPS.

This page is not complete yet. Visit back soon for an update on this project, or contact **golden child creations.** directly for more details.

CONTACT FOR PROJECT INFO

RETURN TO WORKS



Copyright © 2022, Zarina Laalo



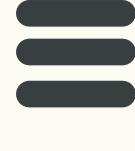
HOME

ABOUT

SERVICES

WORKS

CONTACT



HOME



golden child creations.

creating content with character

RECENT WORK.

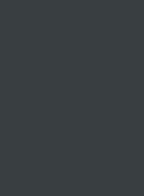


THE KING EDDY

UX/UI DESIGN

A clever website re-design that utilizes UX/UI to offer better solutions towards client/user goals.

[MORE WORKS](#)



GOLDEN STANDARDS.

UX DESIGN / UI DESIGN

Putting users & clients first with design thinking practices.

BRANDING / IDENTITY

Connecting with clients & use of strong designs to make visions a reality.

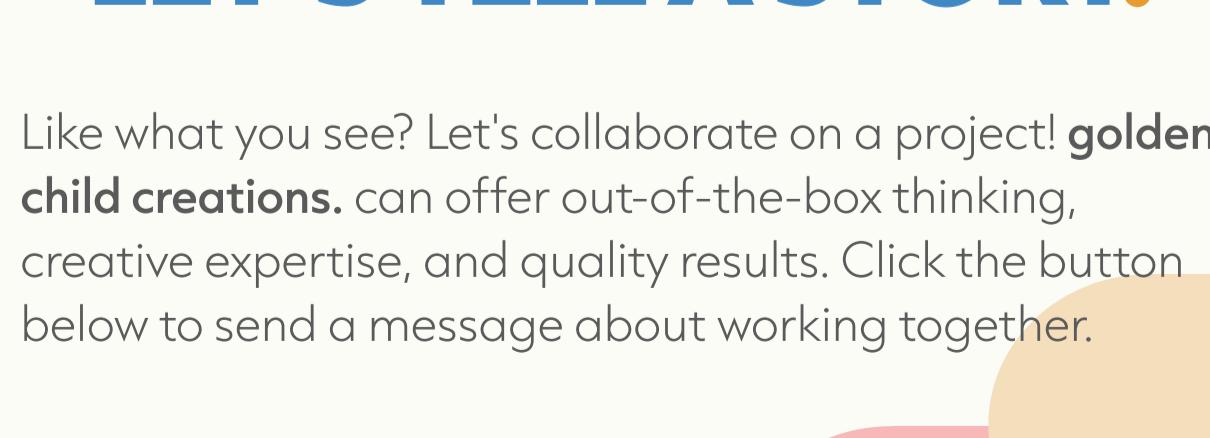
PRODUCTION / STORYTELLING

A proven understanding of human centric behaviour.

PUBLIC ENGAGEMENT

An emphasis on community and cultural experiences.

THE DESIGNER.



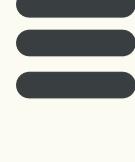
LET'S TELL A STORY.

Like what you see? Let's collaborate on a project! **golden child creations.** can offer out-of-the-box thinking, creative expertise, and quality results. Click the button below to send a message about working together.

[CONTACT ME](#)



Copyright © 2022, Zarina Laalo



ABOUT



ABOUT.



golden
child
creations.

golden child creations. is the pseudonym for Ottawa based designer Zarina Laalo. The name is a play on her first name, which translates to "golden" while also describing her standards for excellence in design and production.

DESIGNER. CURATOR. STORYTELLER.



Zarina Laalo is a designer/curator with a bachelors in studio arts and a masters in art history. She has worked with museum and gallery exhibitions and public programming for over a decade. Zarina is currently a student in the Interactive Media Design program at Algonquin College.

Zarina's theory, knowledge, and experiences in arts and curatorial practices is integral to her creative mindset and design approach. She is studying to learn new technical skills to help create innovative digital solutions to the field of exhibition design, but is also interested in working with design agencies that take on creative, unconventional clients. She is particularly interested in projects that involve user engagement and crafting interactive digital experiences.

EXPERIENCE.

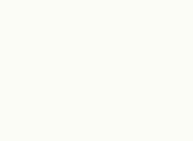
FULL CV | PDF

EDUCATION

PRESENT

2012

2011



Interactive Media Design
Algonquin College

Masters of Art History
University of Toronto

Bachelors of Fine Arts
University of Ottawa

SKILLS



Photoshop



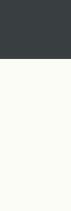
Illustrator



InDesign



Xd



Prem



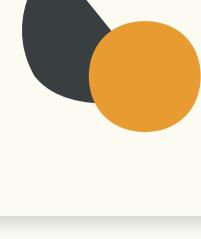
golden
child
creations.



Copyright © 2022, Zarina Laalo



SERVICES



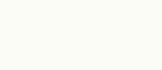
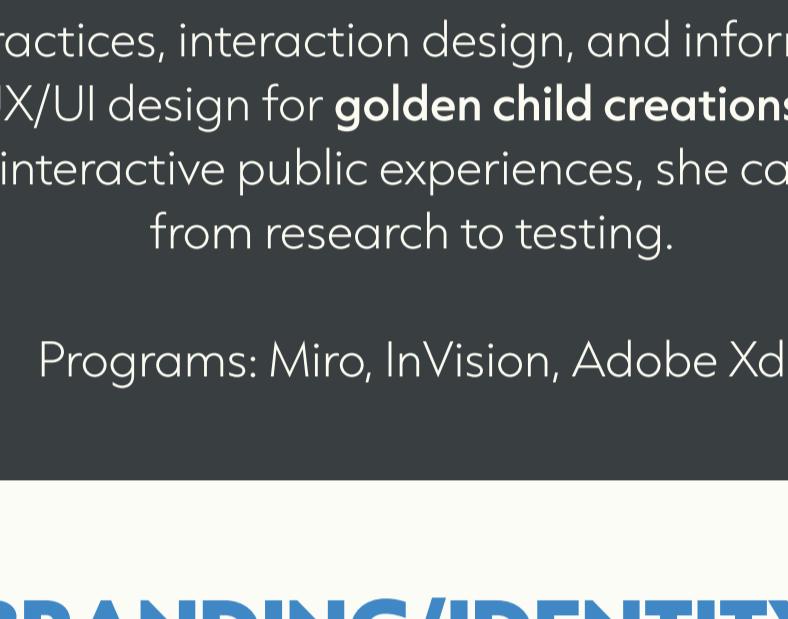
SERVICES.

golden child creations. offers a mix of services for both small and large projects. The designer works efficiently in multiple roles and will bring cross-disciplinary skills to create multiple products that function spectacularly together.

SERVICES/ROLES INCLUDE

1. UX/UI DESIGN
2. BRANDING/IDENTITY
3. PRODUCTION/STORYTELLING
4. PUBLIC ENGAGEMENT

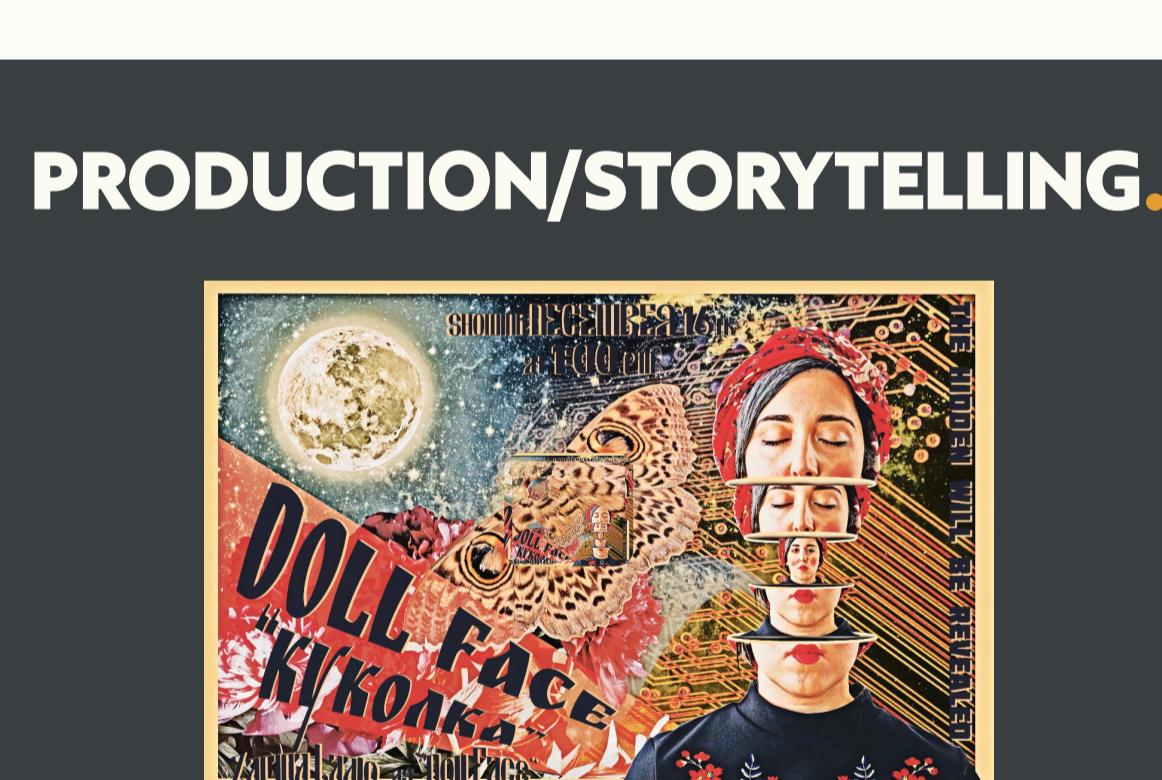
UX/UI DESIGN.



Design thinking practices, interaction design, and information architecture are the pillars of UX/UI design for **golden child creations.** From website/app development to interactive public experiences, she can handle all steps from research to testing.

Programs: Miro, InVision, Adobe Xd

BRANDING/IDENTITY.



Strong branding and identity is the foundation for any successful business, and **golden child creations.** wants to help make your vision a reality. Strong design skills coupled with excellent client connections result in beautiful branding, comprehensive guides, and identity that stands out.

Programs: InVision, Adobe Illustrator & InDesign

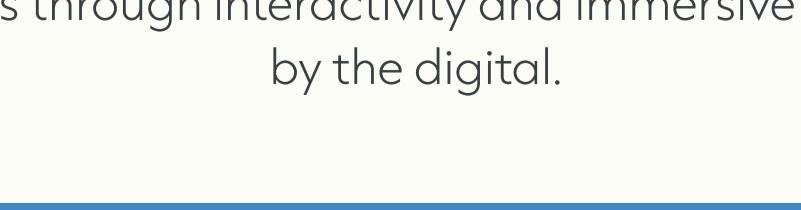
PRODUCTION/STORYTELLING.



As a curator, one of the designer's strongest skills is building narratives and telling a story. Why not try multiple media to tell yours? Photography, illustration, video, and web design are only some of the production tools **golden child creations.** can offer. She can handle project management and creation.

Programs: Adobe Illustrator, Photoshop, InDesign, Premiere Pro

PUBLIC ENGAGEMENT.



Copyright © 2022, Zarina Laalo



WORKS



WORKS.

[ALL WORKS](#) [UX/UI DESIGN](#) [BRANDING/IDENTITY](#)

[PRODUCTION/STORYTELLING](#) [PUBLIC ENGAGEMENT](#)

KING EDDY WEBSITE
UX/UI DESIGN

SWEET SENTIMENTS
BRANDING/IDENTITY

OPTION 3
Strong, Contemporary, Confident, Clean

DAVIDSTEA
LOGO/Navigation
Gill Sans Nova, Shadowed Outlined
Logo size Varies, Navigation 16px

WORLD'S BEST TEA
Headers/Subheader
Novocento Wide, Bold (header), Semi-bold (sub)
Header 64px; sub 16px

DAVIDsTEA RE-BRAND
Lorem ipsum dolor sit amet. Et sunt gallium id sint
provident aut aliquam quod sed ullam architecto sed
dolores sint sit aliquid. Ut immet videtur
Nam mollitia omnis et ut est
excepturi quo in ut
Bran

BRANDING/IDENTITY

INTERVIEW WITH CKD
PRODUCTION/STORYTELLING

COFFEE SHOP EXPERIENCE
PUBLIC ENGAGEMENT

TOP
APHRODITE'S AVATAR
PRODUCTION/STORYTELLING

"DOLL FACE" SCI-FI FILM POSTER
PRODUCTION/STORYTELLING

BOTANICAL GARDEN
PRODUCTION/STORYTELLING



CONTACT



CONTACT.

GET IN TOUCH.

First name

Last name

E-mail

Message

SUBMIT

Interested in a project or
collaboration? Contact
golden child creations
directly:

(613) 123-4567

laal0007@alonquinlive.com

Ottawa, ON, Canada

TOP



Copyright © 2022, Zarina Laalo



WORKS

ERROR PAGE



OOPS.

This page is not complete yet. Visit back soon for an update on this project, or contact **golden child creations.** directly for more details.

[**CONTACT FOR PROJECT INFO**](#)

[**RETURN TO WORKS**](#)

ZARINA LAALO

DESIGN.
CURATION.
STORYTELLING.

CONTACT

laal0007@algonquinlive.com
(613) 868-9995
Ottawa, ON

EDUCATION

2021-Present
Algonquin College, DIP Interactive Media Design

2011-2012 | Complete
University of Toronto, MA Masters of Art History, Exhibitions & Sensory Culture

2006-2011 | Complete
University of Ottawa, BFA Bachelors of Fine Arts, Honours & Psychology Minor

CREATIVE SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Adobe XD
Adobe Premiere Pro
InVision

TECH SKILLS

HTML & CSS
CMS (WordPress, Drupal, SquareSpace, Wix)
Microsoft Office Suite

EXPERIENCE

Self-Employed

Freelance Researcher | Curatorial Consultant

- Provided research with ContentWorks for various heritage projects to assist clients such as the National Capital Commission, Nunavut Tunngavik Inc., Qikiqtani Inuit Association, and Parks Canada. This included developing heritage inventory sheets and reports with accurate archival information for national historic sites and lighthouses, and bibliographic research used to develop annual reports.
- Offered consultation for previous exhibition content and current travelling exhibition across Canada for the Vancouver Biennale's award-winning exhibition (*Weaving Cultural Identities*). Wrote and edited exhibition essays, offered strategies for public programming with hosting institutions, and consulted on conservation practices for travelling works.

Vancouver International Sculpture Biennale

Curator Ancillary Projects | Coordinator of International Residencies

- Created exhibition content with the Director of Public Projects and marketing team, including press releases, artwork signage, exhibition statements, and web/social media content.
- Worked with a diverse range of both local and international artists, ethnic communities, Indigenous groups, and various cultural partners and institutions to deliver quality public programming in a variety of indoor and outdoor settings. Managed events from conceptualization; developed partnerships, project-management and implementation. This included small festivals for audiences of up to five hundred attendees.
- Worked resourcefully within limited budgets of a non-profit organization. Wrote grant applications for projects and submitted reports, successfully obtained over \$75,000 for local, provincial, and federal grants within a single fiscal year.
- Conceived, developed, and oversaw all aspects of ancillary Vancouver Biennale exhibitions (including *Weaving Cultural Identities*, an award-winning art exhibition currently travelling across the country).

- Managed day-to-day operations including human resources, supervising and training volunteers, maintaining website and digital communication, filing and archival management, and public inquiries.
- Worked directly with all external and internal departments, including fabrication teams, graphic designers, curatorial advisory team, and artistic director to oversee major outdoor and indoor exhibits.

ZARINA LAALO

Library and Archives Canada
Exhibitions and Loans Officer

- Created and managed hundreds of records for public access using the Library and Archives content management system database.
- Created supplementary interactive exhibition materials (including interactive e-books that allowed visitors to engage with the exhibition's digitized images, music, and other materials).
- Worked closely with curators and project managers to select and locate, catalogue, handle, research, digitize, and interpret a variety of items for exhibition display at Library and Archives Canada and cultural partners. Prepared documentation (data and optimizing images) and reports for many sections within the department.

Canadian Museum of History

Contractor for Acquisitions, Loans, and Collections Management

- Worked with the director of Collections management and Conservation in order to prepare documents reflecting work processes and workflow. Projects included mix of independent and collaborative work.
- Prepared contracts, cost projections, conservation strategy charts and presentations, as well as other relevant documentation.

WALL SPACE Gallery

Curator and Gallery Associate

- Refreshed gallery's entire website; transferred onto Squarespace using new write-ups, photography. Updated website's theme to incorporate branding elements and set up the e-commerce platform.
- Prepared and curated exhibitions and events at the gallery monthly. Developed ideas for new shows and events, wrote exhibition content, marketed shows and gallery services (designed online and print signage), installed works, met with and selected work from new artists, developed strong relationships with clientele, and wrote artist grants.

REFERENCES

Natalia Lebedinskaia
Former Dir. of Public Projects,
Vancouver Biennale
natalia@vanmurlafest.com
(204) 721-2789

Karine Brisson
Chief, Exhibitions,
Library and Archives Canada
karine.brisson@canada.ca
(613)-608-8240

PROJECT SKILLS

Ideation & Content Creation
Design
Production
Project Management
Miro
Mondays
ClickUp
Fundraising & Grant Writing
Event Management
Public Outreach
Social Media

LANGUAGES

English (Advanced)
French (Beginner)
Russian (Beginner)

WORK AWARDS

2020 - BC Heritage Award,
Curator for *Weaving Cultural Identities*

SECURITY

Secret Clearance (Expires February 13, 2027)

HOBBIES

Cooking & Baking
Interior Decorating
Puzzle Solving