

CV-ELLINA LAPOVOK

PERSONAL DETAILS

Name: **Ellina Lapovok**
D.O.B: 11.10.1977
Place of Birth: Sverdlosk, Russland
Family Status: Married, 2 Children
Adresse: Rosenthaler str.62, 10119 Berlin
Tel.(home) 030 /32665653
Tel.(mobil) 0176/96750414
Email: elapovok@gmail.com
web site: **www.elle-design.com**



PROFESSIONAL EDUCATION

2002-2004 **Master in Multimedia**, Swinburne University of Technology
2001-2002 **Postgraduate Diploma. In Film/TV-Interactive Media**, School of Film & TV Victorian College of the Arts (VCA)
1997-2000 **Bachelor of Fine Arts (Honors) - Painting**, Monash University

PROFFESIONAL WORK EXPERIENCE

Freelance work

Period: 2007-2012
Position: **Designer**
Responsibilities:

- Design & Development
- Interactive Media
- 3D Modeling
- Animation, Video
- Project Management

Clients: GVAM management, Linger on filmproduction, Alephartproekt, Monash University, Pricewaterhouse Coopers, Roma Food Products, PD Marine Surveys, European Tennis School

Company: **Ocean Werbetchnik & Services Ltd**, Brunnenstr. 8, 10119 Berlin
Period: 02.03.2009 – 31.10.2009
Position: **Graphic Designer**
Responsibilities:

- Signage
- Identity Design/Branding
- Web Design & Development/SEO
- Print Design
- Client liaison & Visualisation
- Flash Animation

Projects: Bohn Werbeanlagen GmbH, Reisebüro "ANTEJ", Hotel "WANNSEE HOF", Friseursalon "FK"

Company: **Alerton Australia**, Unit 1/35 Garden Road, Clayton Nth VIC 3168
Period: March 2006-August 2008 (contract)
Position: **Designer**
Responsibilities:

- GUI Design
- User Experience Design
- Web Design & Development/SEO
- Graphic Design/ Advertising

Projects: Optergy web solution for automation management-system

Company: **Monash University – 'Centre for Power Transformer Monitoring, Diagnostics & Life Management'**, Melbourne, Australia
Period: Sept. 2006-Dec. 2006
Position: **Web Designer**
Responsibilities:

- Web Design and Development
- Identity & Branding Design
- Database Design

Project: Identity development, design and web development, project management. <http://www.transformerlife.com.au/>

Company: **Sensis, Agency: Aquent**, Level 3, 227 Collins Street Melbourne 3000
Period: Nov 2004- January2006
Position: **Designer**
Responsibilities:

- Creation of Online Advertising
- Editing

Project: Online Advertising for Sensis websites such as Yellow Pages, White Pages , City Search

Company: **'Parker Design'**, Level 1, 242 Dorcas Street South Melbourne 3205
Period: Dec2003-June 2004
Position: **Multimedia / Web Coordinator**

Responsibilities:

- Compilation and design of catalogues
- Management of online solution, including:
 - Web Administration
 - Web Development/Design
 - Web Site Maintenance
- 3D Rendering and Modeling
- Internal liaison, project coordination

Project: 'Storelink' – 'an on line solution for Parker Design clients', including major companies Myers Grace Bros and David Jones

Company: **HCT, Templestowe**
Period: 2002-2004
Position: **IT Personal Trainer/Designer**
Responsibilities:

- Training: Dreamweaver, ASP, Microsoft,
- Access, Flash, 3D max
- Web Development/ Design

Company: **Gillespies**, Level 1, 242 Dorcas Street
South Melbourne 3205
Period: October - December 2002
Position: **Web Designer**
Responsibilities:

- Flash Web Site Design & Development

Project: 'Gillespies' – Flash web site

Company: **'Diagram'**, Studio Level 11, 522 Flinders
Lane, Melbourne
Period: Oct.- Dec. 2000 /March-May 2002

Position: **Design Assistant**
Responsibilities:

- Design development in response to briefs
- Web site support & development
- Exhibition Installation and Design
- printing and mounting, presentations
- Creation of Graphics and Illustrations for print and interactive media
- Assistance with studio management
- Assistance with computer systems and archives maintenance

Project: 'Melbourne Docklands' – 'brochures, catalogues, public displays' Rush Write Associates' web site

Company: Community **Channel 31' RMIT**, Melbourne

Period: June 2002 – Jan 2003

Position: **volunteer position Coordinator, Advertising Operator & Graphics Operator**

Responsibilities:

- Coordination of programs to air
- Preparation of commercial breaks
- Graphics operation
- Basic Editing

WORK EXPERIENCE/INTERNSHIP

Company: **X-Ray Vision**
Period: 2009
Experience in: **Post-production**

Company: **Multi-Color Production Pty Ltd**, St Kilda,
Victoria
Period: 1998
Experience in: **2D Cell Animation**

COMPUTER SKILLS

Design Software Packages:
PhotoShop, InDesign, Illustrator, Flash, Dreamweaver,
Visual Web Developer, FreeHand 10, Quark Xpress,
Corel Draw, Acrobat, Fireworks

Other Software:
Director, 3DMax, QuickTime, Sound Forge,
Premier, Avid Media Composer, Final Cut Pro, After Effects

Scripting:
HTML, DHTML, CSS, JavaScript, Action Script

Hardware Platforms: IBM PC, MACINTOSH

PROFESSIONAL SKILLS

- Layout Design and Print Production
- Web Design and Development
- Multimedia Authoring
- 3D Modeling, 3D/2D Animation
- Video Production, Editing & Special Effects
- Digital Photography
- Drawing and Illustration/ Storyboards
- Technical Documentation
- Project and production management

AWARDS AND SCHOLARSHIPS

2001 'Pratt Foundation Scholarship', VCA
1999 'Fields of Vision', prize for outstanding
work, Monash University

LANGUAGE SKILLS

English fluent
Russian fluent
German sehr good

HOBBIES

Music, art, literature, tennis, skiing

REFEREES

Available by request