

CV of Ellina Lapovok: <http://www.elle-design.com> / elapovok@gmail.com
Rosenthaler Str 62, 10119, Berlin / 030 32665653 / 017696750414

name: Ellina
surname: Lapovok

D.O.B. 11/10/1977

Sex: Female

Status Married

Children: 2



PROFESSIONAL EDUCATION

2002–2004 ‘Masters in Multimedia’, Swinburne University of Technology

2001–2002 Postgraduate Diploma. In Film and Television (Interactive Media), School of Film and Television, Victorian College of the Arts (VCA)

1997–2000 ‘Bachelor of Fine Arts (Honors) – Painting’, Faculty of Arts and Design 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: September 2006–Dezember 2006–contract

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– January 2006

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: Dec 2003–March 2004, June 2004

Position: Multimedia / Web Coordinator

Responsibilities:

- Compilation and design of flawless multi–page catalogues and documents.
- Maintenance and 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 such as 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: October, November–December 2000 /March 2002
– May 2002

Position: Design Assistant

Responsibilities:

- Design development in response to briefs
 - Assistance with Web site support & development
 - Exhibition Installation and Design
 - Preparation, printing and mounting of client presentations
 - Creation of artwork, 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: Channel 31' RMIT, Melbourne – Community
Channel

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/ Storyboard production
- 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