

# MASHA BENTHAM



masha-bentham



(905) 920-3589



barsky.masha@gmail.com

## Experience

### Graphic Designer, Head of Graphics

Jan. 2013 – Present

*BNN Bloomberg*

Tools used: Photoshop, AfterEffects, Illustrator, Affinity Photo, Sketch, ORAD, and Ross Xpression

- Designed, developed, and operated within Xpression and ORAD systems to create graphic elements for broadcast automation
- Created web and TV optimized graphics and thumbnails to visually strengthen news stories
- Built graphic packages for on air, BNN.ca, and social media for special events such as: the yearly Federal Budget, the Brexit decision, and the U.S. 2016 Presidential Election
- Collaborated with a team of producers and video editors to design and compose CG Pages
- Maintained templates as well as performing necessary system updates to ensure successful broadcasts

### Graphic Designer

Nov. 2013 – Nov. 2017

*CTV Local News*

Tools Used: Photoshop and WSI Weather system

- Built weather graphics using industry-leading WSI Weather System
- Brought headshots up to CTV News standards, created animated maps, and graphics using Adobe Suite
- Devised and presented visuals to be used in stories on Canadian elections to various internal and external teams
- Conceptualized graphic design concepts for news stories

### Video Editor

Jan. 2013 – Jan. 2016

*BNN Bloomberg*

Tools Used: Avid Media Composer, and AfterEffects

- Completed post-production tasks including reviewing footage, rough cuts, audio editing, and color correction
- Cut creative narrative video content for on air using Avid Media Composer, imported music, dialogues, graphics, and effects
- Cut DNS packages for CTV affiliates
- Worked in a highly collaborative fast-paced environment and balanced several projects

### GFX Operator

Jan. 2013 – Aug. 2015

*The Sports Network (TSN)*

Tools used: Deko, Thunder, Chyron Lyric, VizRT & Blackstorm

- Produced accurate graphic captions across a variety of live productions specific to SportsCenter, ThatsHockey, ThatsHockey2Nite, and Reporters
- Rapidly updated graphics such as score boards, lower thirds, and full screen graphics in a live environment

## Skills

Adobe Photoshop  
Adobe AfterEffects  
Adobe Illustrator  
Affinity Photo  
Sketch  
Ross XPression  
Avid Media Composer  
WSI Weather  
Communication  
Project management  
Organization  
Problem-solving  
Multitasking  
Teamwork

## Profile

- Over 5 years experience successfully creating graphics for national television stations including CTV Local News and BNN Bloomberg
- Freelance clients include: Pita Pit Canada, Inhealth Injury Claim Experts, Heritage Brick and Stone and the Ukrainian Community Centre

## Education

Broadcasting - Television and Communications Media

2010-2013

*Graphics major*

Mohawk College, Hamilton Ontario

## Portfolio

mashabentham.com