

July 3, 2018

RE: Designer Position  
c/o Toronto International Film Festival  
350 King Street West  
Toronto, ON M6K 1H7

Toronto International Film Festival Hiring Committee,

I am writing with regard to the role of Designer posted on your website. I'm currently employed as a Graphic Designer seeking long-term employment in a warm, fast-paced, and tight-knit community of creative professionals where I am able to express my love for both design and film. Based on my experience as a designer, as well as previous work experience with the Toronto International Film Festival over the last two years, I am confident that I would be a natural fit.

I am a detail-oriented self-starter passionate about producing successful creative solutions through efficient ideation, exploration, conceptualization, and implementation. I solve complex problems effectively through visual communication, and am always looking for an opportunity to take on a new challenge to enhance my skillset. With proficiency in a wide range of design software and a passion for collaboration, I believe that the skills I have developed through my work experience and education make me the perfect candidate for this role.

While completing my certificate in Digital Graphic Design at Seneca College, I created a wide range of media from print and banner spec ads to newsletter spreads and interactive eBooks. Working on a corporate website re-brand allowed me to work with brand identity and logo design on both print and digital platforms. Whether working independently or with others, I successfully managed multiple projects under demanding deadlines.

My current position at Rich Media as a Graphic Designer has allowed me to take on many roles, including designing promotional print material and rolling out dynamic micro-sites, as well as creating motion graphics, video, and animation. My most recent work has included creating a banner animation for Samsung's Gear Up micro-site, conceiving the design and leading the roll out of an offer site for an upcoming Samsung promotion, and designing assets and developing the front end elements of an internal financial wellness tool for Sun Life Financial. With experience in the role as lead designer and as a team member working with both designers and programmers, I am an excellent communicator who is well adapted to solving problems and managing tight project timelines under pressure.

With my enthusiasm for tackling tough visual storytelling problems and ability to adapt to changing priorities, combined with my grasp of the theory and practice of great design, I am equipped to provide the Toronto International Film Festival with an effective and energetic member of the design team straight out of the box. I look forward to further discussing this position in person.

Thank you for your consideration.

Sincerely,  
Tahirah Abrash

**Tahirah Abrash**  
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## Education

### Seneca College

Certificate with High Honours  
2016 – 2017

Digital Graphic Design

### Centennial College

2010 – 2013

Advanced Diploma in Broadcasting  
and Film

## Skills

HTML 5 + CSS3  
Bootstrap 4  
Foundation 6  
Adobe Animate CC  
Adobe After Effects CC  
Adobe Dreamweaver CC  
Adobe Illustrator CC  
Adobe InDesign CC  
Adobe Photoshop CC  
Microsoft Office  
Final Cut Pro 7  
Avid Media Composer  
Sketch

## References

### Jeremy Slaven

Graphic Design Professor  
Seneca College  
416 717 2410

### Jackie Roda

Editor  
Married to Giants  
647 241 8859

### Sheila MacDougall

Promo Producer  
CBC  
416 690 5757

## Experience

### Rich Media

Graphic Designer  
November 2017 – Present

Leads and assists in the design and roll out of projects for clients such as Samsung, Scotiabank, and CIBC. Storyboards and creates dynamic and interactive video and animation. Bridges the gap between visual design and technical implementation of web applications through front-end web development.

### Toronto Offsite Design Festival

Volunteer, Event Registration and Docent/Greeter  
January 2018

### Toronto International Film Festival

Festival Staff, Voting Supervisor, Lines Lead Supervisor, Volunteer  
August – September 2015, 2016, 2017, 2018

Directed volunteer interactions with the public regarding the People's Choice Awards. Deployed volunteers and managed their collection of votes. Organized and consolidated each round of votes and coordinated their daily pickup. Managed the ticketing line at the Festival Box Office and directed members, industry, and public. Answered inquiries regarding sales, screening and venue information.

### Starbucks Coffee Company

Shift Supervisor, Partner of the Quarter 2016  
September 2013 – September 2017

### School Editing

Post Production Intern  
January – August 2013

Sourced footage for commercial mock ups. Prepared and delivered content materials by organizing external drives and archived materials. Organized, and prepared footage for editors and created online postings of projects for clients including Burger King and Virgin Mobile. Took and redirected calls, greeted clients, and managed monthly credit expenses at the front desk.

### The Public Assembly

Production Assistant  
February – March 2013

Assisted the production on set through managing an organising production material, headshots, and contact information for each actor on set. Moved and directed film equipment between shooting locations.