

aliza klein

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about me

PROBLEM-SOLVER // Creative thinker with the ability to translate a client's needs and requirements into a high-quality product with fantastic results.

DIVERSE // Experience across a wide range of campaigns and media including print, web, radio and television.

RELATIONSHIP-DRIVEN // Excellent at balancing multiple tasks, meeting deadlines and project budgets while working closely with clients and stakeholders.

TEAM PLAYER // Talent for bringing teams and people together, creating a fun work environment.

education

BACHELOR OF DESIGN // (2003)
York University & Sheridan College
Design Program, BDes — Toronto, CA

skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Acrobat Professional

Microsoft Office Suite

Dreamweaver

HTML

CMS

employment experience

TRAVELBRANDS // Graphic Designer // Toronto, CA // (2014-2019)

- Maintained e-commerce sites for Canada's largest online travel agency for multiple brands with multiple stakeholders — Sears, redtag.ca, itravel2000.
- Lead designer on all in-house branding and marketing materials as well as out-of-home advertising campaigns including tv and radio commercials, bus campaigns and highway billboards.
- Created signage and in-game giveaways for Toronto Maple Leafs and Toronto Raptors sports games, showcasing to 20,000+ attendees, generating over 9.5 million impressions.
- Lead designer on annual company charity events, responsible for all design communication, which assisted in raising \$5M+ in charitable funds for Toronto's SickKids Hospital.

ITRAVEL2000 // Graphic Designer // Toronto, CA // (2011-2014)

- Worked directly with the Marketing Director to design innovative, sales-driven and user-friendly promotional pages online.
- Responsible for all of itravel2000's print design, promotional/marketing materials, and magazine and newspaper ads, including applying itravel2000's corporate style to all items to maintain brand consistency.

CINEPLEX MEDIA // Assistant Art Director // Toronto, CA // (2007-2011)

- Designed compelling magazine layouts for Cineplex Magazine, published by Cineplex Media, Canada's largest and most innovative film exhibitor. Attracted readership reaching over 70 million theatre guests annually.
- Created and redesigned marketing materials for Cineplex Media including the Cineplex rate kit, ads, campaign mock-ups, email blasts and event invitations, generating client interest and revenue.
- Updated content on Cineplex.com and Cineplexmedia.com sites, adding interactive features to attract new users.

YOUTH CULTURE GROUP // Toronto, CA // (2003-2007)

Art Director // (2005-2007)

- Managed two junior designers and produced teen-friendly layouts for three publications — Vervegirl, Fuel and B-Zone — distributed to high schools nationwide across Canada.
- Redesigned Fuel magazine, oversaw concept development, assignment of illustration and photography as well as all production duties on tight deadlines for all three publications.
- Collaborated closely with editors, sales team and clients on a daily basis to keep track of ads, budget, assigned art and everyday duties.

Graphic Designer // (2003-2005)

- Assisted in the design of the Youth Culture rate kit, minimags, client ads, marketing ads, advertorials and various client projects for major brands' in-store events, which produced ad revenue.
- Redesigned vervegirl.com, fuelpowered.com and bzone.ca from concept to completion, as well as monthly updates and maintenance to each website.