



ALEKSANDR ARONOV

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| OBJECTIVE |

To obtain a position in which a dedicated individual, with outstanding creative, interpersonal, and communication skills, may contribute to an organization's success.

| PROFESSIONAL PROFILE |

My professional goal is to offer an ambitious and refreshing perspective, with formal training in areas of graphic design, web design, and illustration. As a positive and hardworking individual, possessing innovative and resourceful tendencies, I am able to work well independently as well as part of a team. I am perceptive and intelligent, and constantly looking for self improvement and growth.

| SKILL SUMMARY |

- graphic design skills include layout, stationery, corporate brand identity, promotional design, typography, publication design, interface design, web design, programming and preparation for file output
- visual communication skills in areas of illustration, illustration techniques, interpretive illustration, vector-based illustration and raster image manipulation
- effective in programs such as Adobe Photoshop CS5 Extended, Adobe Illustrator CS5, Adobe InDesign CS5, Adobe Flash Catalyst CS5, Adobe Flash Professional CS5, Adobe Dreamweaver CS5, Adobe Fireworks CS5, Adobe Premiere Pro CS5, Adobe After Effects CS5.5, Adobe Acrobat X Pro, Vegas Pro 10, QuarkXpress 9, AppleWorks and Microsoft Office 2010
- expertise in JavaScript, CSS and HTML
- proficient with XML and PHP
- deep understanding of content management systems that include Base-station and WordPress
- expert in audio and video production
- familiar with enterprise platforms such as Omniture and Brightcove
- knowledge and understanding of application using various blogging software and social media websites that include Blogspot, Blogger, WordPress, Facebook, Twitter and Google+
- exceptionally talented and versatile, able to handle heavy workloads while meeting project deadlines, adaptable and responsible, excellent written and oral communication skills, well organized and extremely willing to learn

| EDUCATION |

2004 - completed Visual Communication Design program with a specialization in Design and Illustration at Grant MacEwan University in Edmonton, AB.

2002 - completed Visual Communication Design Foundation Certificate at Grant MacEwan University in Edmonton, AB

2001 - graduated Ross Sheppard High School in Edmonton, AB.

| RELATED EXPERIENCE |

AUGUST 2004 - PRESENT - GRAPHIC DESIGNER AND WEB DESIGNER AT ARONOVDESIGN.COM

- Responsible for designing and programming websites, web advertisements, databases and microsites
- Design logos, banners, posters, billboards, stationery packages and print advertisements
- Responsible for finding new clients and managing and maintaining the needs of current clients

JULY 2010 - JULY 2011 - DIGITAL CONTENT PRODUCER AT ASTRAL RADIO TORONTO

- Responsibilities included designing, programming and re-launching toronto.virginradio.ca, boom973.com and newstalk1010.com
- Daily maintenance of websites, included both graphic and content updates using multiple CMS platforms (Drupal, Base-station, Brightcove)
- Worked directly with our national content team to source and publish content
- Created banner ads, event logos, flash carousels and other web and print graphics
- Provided technical support for listeners
- Worked amongst all departments to develop creative and effective advertising solutions
- Provided our Digital Sales Managers interactive advertising solutions that deliver strong return on investment
- Monitored and maintained social networking tools such as Facebook and Twitter

NOVEMBER 2008 - JULY 2010 - NEW MEDIA MANAGER AT 91.7 THE BOUNCE AND 101.5 ENERGY FM

- Designed, programmed and managed print and online material for 91.7 The Bounce, The Pepper & Dylan Morning Show and 101.5 Energy FM
- Designed logos, banners, posters, billboards, scratch cards, stickers and print advertisements
- Designed and programmed websites, web advertisements, microsites and daily newsletters
- Edited video and sound using Adobe Premier Pro
- Worked collaboratively with managers, marketing and sales departments, on-air announcers, entertainers and record labels

APRIL 2006 - MAY 2008 - SENIOR GRAPHIC DESIGNER AND WEB DESIGNER AT TRADER CORPORATION

- Oversight of designing and programming online internet advertisements and Power Page websites on the AutoTrader.ca website for both the southern and northern Alberta regions
- Managed heavy workloads and multitasked projects while meeting tight deadlines
- Frequently worked in cooperation with other designers, managers, clients, and sales reps, in both the northern and southern parts of Alberta in order to complete both online and print material
- Learned Flash on the job, in order to design online advertisements
- Responsible for print designs such as magazine covers, magazine layouts, page inserts, billboards and posters
- Implemented excellent time-management skills to effectively complete large-scale endeavours while under strict deadlines

OCTOBER 2005 - APRIL 2007 - MANAGER OF ACTIONSTAR.CA ONLINE MAGAZINE

- Created, designed and programmed Actionstar.ca
- Learned HTML coding, java scripting, and CSS in order to program the website
- Gathered content, writers, models and advertisers to maintain and update website on a regular basis
- Worked in cooperation with subcontractors such as, programmers, writers, photographers and forum moderators
- Acquired excellent people skills and sales techniques by dealing with advertisers and sponsors on a regular basis

JUNE 2004 - APRIL 2006 - GRAPHIC DESIGNER AND WEB DESIGNER AT DIVISION [1] MEDIA

- Completed numerous designs, layouts and concepts for projects such as logos, websites, posters and databases
- Created calendars, billboards, stationery packages, magazines and clothing designs
- Worked in cooperation with in-house and contracted designers, clients, as well as marketing consultants to complete both small and large-scale projects
- Performed a variety of tasks effectively in a short period of time including web design, and graphic design projects
- Learned valuable design, interpersonal, and technical skills through working in a vast and rapidly changing environment

| PERSONAL |

Possess an outgoing and friendly disposition, remains compassionate and supportive, logical and trustworthy, optimistic and genuine.



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