

sandy b. rubinfeld
new media designer

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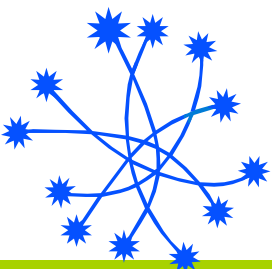


★ **career objective**

To use my talents and experience as an **interactive media artist/designer** to create work that is imaginative and professionally designed.

Looking for a position with a dynamic, innovative studio that fosters **creative brainstorming** among its design team, that facilitates collaboration and personal growth among its staff, and that supports **design as an exploratory process** towards **effective expression and communication**.

SUBminimal



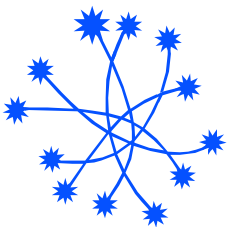
FRESH BRAVE DESIGN ★

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* professional goals

To develop, design and produce **attractive, coherent and intuitive new media products**, which enhance the user experience through well-considered **interface design and motion graphics**

* professional profile

Superb **creative ability** in graphic design, composition, typography, and illustration; robust **conceptual design skills** in both traditional and digital imaging

Excellent **understanding of website parameters** such as navigation and interface design, website architecture and wayfinding systems, and target audience/usability issues; enabling me to competently develop a website from the initial "problem definition" phase through launch-ready code

Finely-tuned ability to **critically analyze**, to **discern** appropriate **strategies**, and to translate these into **effective design solutions**

Thorough **proficiency** in industry-standard software (see "*demonstrated proficiencies*" at end of resumé, for listing of applications)

Eloquent **writer / communicator**: proofreader, editor, and composer of clear and coherent original copy

Passionate about graphic design, typography, motion graphics, and new media/digital/interactive design

* education

Sept 02 . May 04

Digital Multimedia Technology, Red River College

Completing a two-year course in Digital Multimedia. This intensive course has provided me with training as a designer of interactive media products, ranging from websites to videos to DVDs. I have received a thorough grounding in the traditional disciplines of drawing, illustration, graphic design, and typography; in website technologies ranging from XHTML coding to CSS for layout; in tools such as wireframes, sitemaps, personas, and an understanding of interface design and usability issues; and in 3-D modelling, texturing, & animation; motion graphics; and video-editing, video treatment, and storyboarding.

1996 . 1997

New Media Specialist, Red River Community College, Market Driven Training Centre

Developed content, interface & graphics for prototype of children's area of web TV service (*ViewCall/OnTV*)

Developed and wrote interactive script, video narrative (*A+ papers*); produced my first website

1983 . 1986

Fine Craft Program, Sheridan College, School of Craft and Design (*glassblowing, glass kilnworking*)

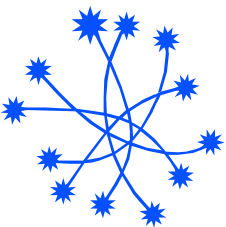
1976 . 1979

Fine Arts, Nova Scotia College of Art & Design (*performance art, ceramics, mixed media*)

* recognition

Finalist, Best Digital Media, The 11th Annual Signature Awards, 1999 (*Advertising Association of Winnipeg*)

FRESH BRAVE DESIGN



1997 . 2002
Website Design

Interactive Media

Print & Publishing

1996 . 1996

1995 . 1995

1994 . 1994

1989 . 1993

graphics software

motion graphics
& video software

professional experience in new media

Web Designer & Developer | Web Wizards Inc.

Designed, "sliced" and optimized graphics for numerous websites; designed interfaces; created icons and headers; created and customized images

Built & authored numerous websites; developed their navigational structure. Incorporated both simple & complex rollovers; used swap images, pop-up windows, and cascading style sheets (*ask me for a list of websites I developed for their clients*)

Conceptualized and created many animated banners (*examples: Qualico Homes, Emerald Downs, Jewish Winnipeg*)

Developed, designed and programmed interactive kiosk for The Jewish Foundation of Manitoba; updated kiosk for two years

Designed and produced media guide for Assiniboia Downs (2001)

Adapted numerous website designs for 24" x 12" printed posters

other employment experience

Editor/Writer & Designer | United Conference of Manitoba/ Northwestern Ontario Church (*8-month term position*)

Developed, designed and produced two styles of newspapers

Researched and wrote feature stories for newspaper

Typesetter/Designer | Henry Armstrong's Instant Printing (*9 months*)

Designed and typeset advertisements, posters, invitations, brochures, forms, menus

Typesetter | Appeal Graphics (*on contract*)

Laid out pages and typeset technical manuals and booklets

Exhibitions Coordinator | Manitoba Association of Community Arts Councils (MACAC)

Developed and coordinated art exhibitions that toured throughout rural Manitoba

Liaised with network of gallery directors, artists, curators, and technicians

Proofread and edited curators' reports for art catalogues; composed art education packages

demonstrated proficiencies

Freehand | drawing, developing vector graphics, designing layouts

Fireworks | image creating, designing interfaces, optimizing graphics

Photoshop | image creating, layout, rotoscoping, image scanning & photo correction, designing interfaces, optimizing graphics for the web, video treatments

QuarkXpress page layout and print design

FinalCutPro | video editing, video treatment

AfterEffects | video treatment, motion graphics, special effects

Flash | motion graphics, interactive interfaces

DVD Studio Pro | designing interactive DVD interfaces

3D modelling & animation software

Maya | 3D modelling, texturing, lighting, animation

web authoring tools

HTML and **XHTML** hand coding, **advanced CSS** (Cascading style sheets) for accessibility and to separate content from style, **Web standards**

BBEdit | hand-coding, website developing & authoring

DreamWeaver | website developing & authoring; using Templates & Libraries; scripting features

Fireworks & ImageReady | creating, optimizing & slicing website graphics; making animated banners

Basic understanding of scripting and dynamic content, including PHP, JavaScript, ActionScripting