

Slavka Marcincinova

Design professional specialized in UX/UI, graphic and web design, pre-press and multimedia

NOTABLE EXPERTISE

- Expert level in Adobe Creative Suite: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Dreamweaver, Acrobat, WordPress, Adobe Premiere, Figma
- Copy research and editing
- Web development and maintenance
- Highly experienced in all forms of promotional materials (brochures, posters, newsletters, advertisements, flyers, stationery, e-newsletters, web ads & banners)
- Excellent presentation, written and verbal communication skills
- Corporate branding experience
- Project management skills including the execution and launch of marketing campaigns

PERSONAL SKILLS

- Constant curiosity and passion for creative design; technical expertise
- Strong time management skills
- Interpersonal and leadership skills; creative problem solving
- Team player
- Fast learner
- Strong work ethic

CONTACT INFORMATION

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PROFESSIONAL EXPERIENCE

Baxter Media | February 2024 – Present | Graphic Designer

- developing a promotional campaign for a new Baxter 2026 event “TravelPress Live!”—a new engaging experience for Canada’s travel industry that goes well beyond a traditional trade show
- designing two trade print magazines—Canadian Travel Press (bi-weekly) and Travel Courier (monthly)
- re-designed Travel Courier magazine (travel news, interviews, best in business agencies and helpful tips for travel advisors) to improve its look & feel and increase our audience engagement
- taking an active part designing an annual Agents’ Choice Awards Gala campaign: marketing collateral includes invitations, email announcements and updates, web & print ads, flyers, posters, programs, presentations, media and tool kits
- producing posters, flyers, advertorials and email blasts for associated trade partners

Sparked Digital | August – September 2024 | Freelance Graphic Designer (contract work)

- developed the Fall 2024 COVID-19 vaccination awareness campaign for Moderna, Inc. (an American pharmaceutical and biotechnology company)
- designed email templates, social media, static web ads and animated web banners (HTML5) targeting medical professionals

Sparked Digital | January – February 2024 | UX Designer (contract work)

Information Architecture for a (third party) software company

- evaluated company’s current website and created a detailed user’s Journey Map
- researched usability activities to address user’s needs and company’s business goals
- analyzed competition’s websites to leverage established patterns and trends
- created a Site Map, a visual depiction of the structure and hierarchy of company’s new website pages
- designed Low-fidelity Wireframes—early-stage design concepts (templates) for home page and additional nine landing pages to test ideas and identify potential issues

Globus family of brands (Globus, Cosmos, Monograms & Avalon Waterways), Toronto

November 2010 – February 2023 | Graphic Design Associate

- responsible for producing all Canadian Agent & Consumer focused marketing materials for multi-national tour company within tight deadlines
- materials included trade & consumer brochures, advertisements, direct mail, flyers, posters, trip itineraries, e-newsletters, social posts & web ads (B2C, B2B, B2B2C)
- active role in development of trade & consumer campaigns for print and web
- converted ideas and rough concepts into compelling designs, while ensuring that brand standards for all four brands were maintained and executed across all platforms
- conducted material research and copy editing, for effective execution of marketing projects
- scheduled and booked advertising space for print and web ads
- liaison with marketing, inside sales, operations department, and travel advisors in Canada and the head-office marketing department in the United States
- handled printing & delivery quotes and press approvals
- email distribution & statistics reports (A/B testing)
- website maintenance using Site Refresh Content Management System
- *Travel Age West Wave Awards*: 2020 & 2019 Editor’s Pick, River Cruise Line Providing the Best Travel Advisor Support (including Marketing/Campaign support)

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PROFESSIONAL EXPERIENCE *(cont.)*

Worldwide Quest (Cultural Explorations, Quest Nature Tours, Worldwide Adventures & Gastronomad), Toronto | April 2008 – October 2010 | Graphic and Web Designer

- designed company website (four brands) and affiliated websites
- responsible for creating, developing and producing all marketing materials for adventure travel company (including promotional work for associated clients)
- materials included brochures, newsletters, advertisements, posters, proposals, trip itineraries, stationery, on-screen trip presentations and e-newsletters
- material research, copy editing, printing and mailing quotes, press approvals and website traffic/email statistics reports

ElderTreks, Toronto | June 2001 – February 2008 | Graphic Designer

- responsible for creating, developing and producing all promotional materials for adventure travel company while meeting tight deadlines
- materials included annual brochures, newsletters, advertisements and trip itineraries
- duties included research, copy editing, printing and mailing quotes, website maintenance

J. Walter Thompson, Toronto | December 2000 – May 2001 | Graphic Designer

- assisting Art Directors in creating and developing various marketing campaigns and bringing their visions to final production
- designing advertisements, newsletters, posters, outdoor banners and other promotional materials while adhering to clients' strict brand standards
- duties included mock-up creation, scanning, colour-correcting, file archiving

EDUCATION

George Brown College, Toronto | 2025

Web Design: HTML and CSS

George Brown College, Toronto | 2024

Practical AI for Marketing

George Brown College, Toronto | 2022 – 2023

UX/UI Design Program (UX Design Fundamentals, UX Research & Strategy, Information Architecture, UX Project Management, UI Design, Figma)

George Brown College, Toronto | 2023

Digital Video Editing
WordPress for Blogging and Web Design

George Brown College, Toronto | 2017

Social Media Marketing

Ryerson University, Toronto | 2012

Adobe Creative Suite for Web: Flash, Fireworks & Dreamweaver

George Brown College, Toronto | 1998 – 1999, 2006

Adobe InDesign, Illustrator and Web Site Design

Ontario College of Art & Design, Toronto | 1998

Graphic Design

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