

Resume

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# 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 (both Mac & PC platforms)
- Copy research and editing
- Web development and maintenance
- Highly experienced in all forms of promotional materials (magazines, 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 and 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
- taking active part in a promotional campaign for a new Baxter 2026 event "TravelPress Live!"
- designing two trade print magazines—bi-weekly Canadian Travel Press and monthly Travel Courier (redesigned Travel Courier magazine to enhance visual appeal, broaden audience reach, and increase reader engagement )
- producing posters, flyers, advertorials and email blasts for associated trade partners
- managing the creation, setup, and distribution of email campaigns through Mailchimp

### 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 (Vision33)

- 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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