

# kasia ciesla.

contact@kasiaciesla.com  
www.kasiaciesla.com

## graphic & web designer

I combine my knowledge of art, design, and marketing with my clean aesthetic style to fully express ideas in the clearest ways possible. Please visit [www.kasiaciesla.com](http://www.kasiaciesla.com) to see samples of my work.

## education

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|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2008 | <b>Web Design</b> Post Graduate Certificate. Sheridan College Institute of Technology, ON<br>Interactive Design. Typography. Site architecture. Marketing. Computer Technology. |
| 2006 | <b>Applied Arts</b> Diploma. Sheridan College Institute of Technology, ON<br>Design. Painting. Photography. Digital Imaging. Printmaking. Drawing.                              |
| 2006 | <b>Art &amp; Art History</b> Honors Bachelor of Arts. University of Toronto, ON<br>Art History. Art Theory. Art Education.                                                      |

## skills

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|---------------|------------------------------------------------------------------------------------------------------------------|
| Mac & PC      | Adobe CS3: Photoshop. Illustrator. InDesign. Dreamweaver. Flash.<br>Office 08: Word. Powerpoint. Excel. Outlook. |
| Languages     | HTML. XML. CSS. Some Actionscript 3.0. English. Polish.                                                          |
| Creative      | Graphic Design. Web Design. Digital Imaging. Photography. Multi-media Arts.                                      |
| Personal      | Organized. Detail Oriented. Passionate. Love to learn. Friendly. Professional.                                   |
| Interpersonal | Client Relations. Sales & Marketing. Educating. Team leading. Team playing.                                      |

## experience

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| 2006 – 2009<br>Graphic & Web Design<br>Sales & Marketing<br>Public Relations<br>Client Consultations | <b>Resident Designer &amp; Gallery Representative.</b> The Village Gallery, Mississauga ON <ul style="list-style-type: none"><li>My redesign of the gallery's website created a user experience that allows visitors to get a true sense of the gallery when unable to attend personally. This is still unmatched by any of the gallery's competitors.</li><li>Through SEO, I raised the local Google ranking for "the village gallery" to #1. I have tracked user interaction and have seen an immense increase in traffic since the site launched one year ago.</li><li>The gallery's online presence resulted in a number of over-the-phone sales, which had not happened previously in the gallery's 6 year history.</li><li>These efforts have helped the company grow to start a new brand and website, which I also developed.</li><li>I had sole responsibility for creating all print and online marketing material aimed at a diverse clientele. Targeting each piece to a different demographic while staying on brand presented an enjoyable challenge, which I rose to at every chance.</li></ul> |
| 2006 - 2007<br>Research<br>Client Relations<br>Graphic Design                                        | <b>Marketing Manager &amp; Designer.</b> Digital Fire Computing Inc., Oakville ON <ul style="list-style-type: none"><li>By researching and contacting various companies, I was able to sell services and gain new clients for my employer.</li><li>By researching the competition, I kept my employer informed about industry trends, which helped us to improve and innovate our own services and marketing tactics.</li><li>Contacting clients regularly, helped increase customer loyalty. Clients were pleased to know that a service provider would spend time getting feedback and developing personal relationships.</li><li>Designing branded collateral helped the small business maintain a professional image.</li></ul>                                                                                                                                                                                                                                                                                                                                                                            |
| 2006<br>Graphic Design                                                                               | <b>Production Assistant.</b> Image Maker Art Prints, Mississauga ON <ul style="list-style-type: none"><li>I assisted in the design of promotional materials such as brochures and small magazines.</li><li>I formatted digital images for print materials.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 2004 - present<br>Graphic & Web Design                                                               | <b>Freelance Graphic &amp; Interactive Designer.</b> Various clients, <a href="http://www.kasiaciesla.com">www.kasiaciesla.com</a> <ul style="list-style-type: none"><li>I have created or implemented: Logos; Business cards; Invitations; Posters; Signage; Brochures; Websites; Flash Animations; Site Architecture; Search Engine Optimization; and Web Analytics.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 2004 – 2005<br>Assisted Design Instructor                                                            | <b>Design Lab Assistant.</b> Sheridan College, Oakville ON <ul style="list-style-type: none"><li>I participated in classroom critiques and helped students find solutions to design problems through discourse on concept, as well as assistance with creative software and artistic production.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |