



### ABOUT LENA

---

Lena is a multi-disciplinary visual designer with a love for new technologies and a fascination for the details. In addition to supporting Elevate Consulting in building a comprehensive suite of tools, templates and methodologies, she has been the lead designer on a variety of public and private sector projects. She came about a career in design through the fine arts, a skillset which has served her well in providing elegant and aesthetically pleasing solutions. Lena excels in the Adobe environment, having proficiencies in InDesign, Illustrator, Photoshop, Premiere Pro, After Effects and Animate, as well as having foundational skills in XD, HTML, CSS, UX and UI.

### EXPERIENCE

---

#### Layout & Desktop Publishing

From editorial layout design to strategic plans, Lena has a depth of experience in taking clients from concept to print. She has developed excellent focus around the development, organization, and management of visual media, as well as expressing layout concepts with clients. She has most recently worked with the Ministry of Children and Family Development to desktop a culturally-sensitive manual for their new service framework.

#### Commercial Illustration & Storyboarding

Lena has been working in a freelance capacity in the fine art world for over 10 years, having experience in game design, storyboarding, merch illustration, cover art and commission work for domestic and international clients. She is skilled in traditional media as well as both raster and vector formats. As she is always eager for the next new technology to create with, Lena is excellent at keeping up with modern techniques and software.

#### Instructional Design

Lena has used her skills to create engaging education materials, including learning curriculums for point-of-service systems in the tourism industry, training manuals and presentations, infographics, and interactive visual aids. She is well-versed in translating data sets into engaging and comprehensive visuals, and has been branching out into the eLearning arena through work with Elevate.

#### Branding & Visual Design

Creating compelling graphics, logos, and visual identities is one of Lena's favourite things to do as a designer. Making clients feel heard and understood is one of the key components to any branding project, and it's something Lena gets a lot of satisfaction out of doing well. She has done brand work for many businesses in the hospitality sector and, through her recent work with the Association for BC Marine Industries, Lena has put those skills to the test while developing a full recruitment campaign.

### SKILLS

#### Microsoft 360 Suite

- Illustrator
- Photoshop
- InDesign
- Premiere Pro
- After Effects

Figma

Corel Painter

### EDUCATION

Calarts Graphic Design  
*Specialization Certificate*  
2017

Ryerson University  
*New Media & Fine Arts*  
2007 - 2009

Brock University  
*Media & Communication Studies*  
2006 - 2007