



# NERSES KASSAR

SENIOR GRAPHIC DESIGNER



## WORK EXPERIENCE

Present  
2012

**SENIOR GRAPHIC DESIGNER**  
at Canadian Tire Corp.

📍 Toronto

- Created designs, concepts & sample layouts for catalogues (WOW Guide, Destination Guides), gift cards, posters and other print and digital media
- Attended photo shoots to provide art direction on correct photo assets and ensured consistency of creative direction
- Creatively solved design issues within cost & time constraints
- Marked up and assembled final layouts to prepare layouts for printer

2010 - 2012

**GRAPHIC DESIGNER / PROJECT MANAGER**  
at Hudson's Bay Company

📍 Brampton

- Developed creative concepts & marketing materials across all channels
- Prepare the weekly flyer for FIELDS (a division of HBC) that includes:
- Attend weekly meetings with the marketing directors to plan the flyer
- Prepare the photo-shoot, cast the models, the products & co-operate with the photography studio to get the proper photos for the flyer
- Layout the flyer in Adobe InDesign, collect all the necessary photos & information & apply them to the flyer in a nice & artistic way that will help us to promote the advertised products
- Preparing the monthly promotions & execute them across all channels (in-store signage, Web & Email, Digital Ads, Direct Mail, Newspaper Ads, Flyer, etc.)

2008 - 2010

**GRAPHIC DESIGNER / DIGITAL IMAGER**  
at BLACK'S Photo Corp.

📍 Toronto

- Create designs for indoor and outdoor posters & prints
- Create catalogues, Albums, greeting cards, promotional signs, banners, tags
- price-points & signage for special events, as well as other printed materials
- Restore & retouch old & destroyed photographs
- Print on large format printers (up to 44"). Edit & restore old photos
- Deal with the clients to determine the cost of the required art work

2003 - 2008

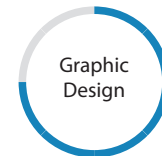
**GRAPHIC DESIGNER**  
at ABA Kodak Division.

📍 Qatar

- Collaborated with colleagues to develop creative concepts and briefs, branding, material, presentations, print and online advertising
- Restore & retouch old & destroyed photographs
- Deal with the clients to determine the cost of the required art work



## SKILLS



Graphic Design



Project Management

Adobe Photoshop



Adobe InDesign



MS Excel



MS Word



Adobe Illustrator



CSS/HTML



Photography



CMS



MAC Computer



## LANGUAGES

English



French



Armenian



## EDUCATION

2016 - on going

**UX DESIGN CERTIFICATE**  
at George Brown College

📍 Toronto

2015 - 2016

**PRODUCT & FOOD PHOTOGRAPHY**  
at George Brown College

📍 Toronto

2009 - 2010

**WEB DESIGN & DEVELOPMENT CERTIFICATE**  
at Ryerson University

📍 Toronto

1998 - 2002

**FINE ARTS & DESIGN DIPLOMA**  
at Sarian Academy

📍 Aleppo

## CONTACTS

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