Viktor Surowiec

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SUMMARY

Creative and detail-oriented graphic designer with diverse experience and passion for motion, advertisement, marketing, and logo design.

- **Program Knowledge:** Adobe Creative Suite with advanced proficiency in Photoshop, Illustrator, InDesign, and After Effects. Expertise in designing and developing websites in Webflow.

EXPERIENCE

Intermediate Graphic Designer - Ottawa (Remote)
E-Dealer, February 2021 – Present, Full-Time Permanent

- E-Dealer focuses on marketing solutions including website development and advertisement creation for clients including Stellantis, Ford, Maserati, GM, and Infiniti
- Create marketing materials such as web banners, overlays, and popups for large automotive brands
- Design and customize animated ads for Google, Facebook and Instagram to increase site engagement
- Strong understanding of proper practices to ensure brand compliance is accomplished
- Appointed lead in creating internal guidelines and workflow techniques for fellow designers to boost employee productivity, shorten turnaround times, and increase success with brand compliance

Freelance Graphic Designer
April 2020 - Present, Contract

- Create a variety of design aspects for contracted work including logo and website design, video editing, print marketing materials, and digital banners
- *Notable work:*
  - Logo and website construction for embroidery company leading to increase in revenue and publicity
  - In charge of design aspects for digital and print marketing and new player recruitment campaigns for Ajax Pickering Ringette Association; efforts resulted in increased social media engagement in 2021 by 55%

Graphic Design Intern - Toronto (Remote)
TI Group, June 2020- August 2020, Internship

- Familiarity with various print-making techniques for small- and large-scale printing
- Understand how to setup HP Mosaic printing software to create variable designs and patterns

Graphic Design Teaching Assistant - Toronto
Seneca College, September 2019- April 2020, Part-Time Permanent

- Provide creative guidance and suggestions to students in typography, editorial, and layout classes
- Provided students with solutions to software and clarification to specific tool use and techniques

EDUCATION

Seneca College of Applied Arts and Technology
Advanced Diploma in Graphic Design, 2019-2020
College Certificate in Art Fundamentals, 2017-2018

School of Motion
Advanced Motion Methods – 2022
Design using geometric patterns and principles found within nature. Learn about creating complex animation and advanced techniques found in After Effects.
Animation Bootcamp – 2021
Learn about the principles of animation and how to affectively apply them to After Effects.
After Effects Kickstart – 2021
In depth understanding of the most important tools and features found in After Effects.
Illustration for Motion – 2020
Learn illustration and workflow techniques to develop animation-focused illustration.