



## RESUME:

### RAMI SCHANDALL

Rami Schandall has practiced professional graphic design since 1999, launching an independent design studio, Visual Creative, in 2005. Rami has cultivated a sensitivity to diverse audiences, in both her academic training and professional experience. Whether working with large institutional and corporate clients, small businesses and NGOs, or artists and professionals, Rami listens for the central message, and designs in a medium appropriate to express it, shaping strategy through research, insight, and in a process of dialogue between client and designer.

Professional Objectives: to continue to develop unique and powerful visual communications for my clients, and toward the common good, supporting sustainable and progressive causes wherever possible.

## EDUCATION:

1997: Bachelor of Arts with Distinction, Anthropology & Art History, University of Victoria

1998–2001: Digital design courses, NSCAD, Halifax, and DPIA, Toronto

## EMPLOYMENT HISTORY:

### VISUAL CREATIVE, PRINCIPAL (2005–PRESENT):

- art direction and design for print and web
- website design and implementation on a variety of platforms
- information design, making complex data clear with charts, maps, graphs, and diagrams
- logos, branding, identity work for individuals, businesses, and organizations
- book and cover design: annual reports, research findings, self-publishing, promotional pieces
- promotional material: business cards, brochures, flyers, banner ads, social media solutions
- illustration, artwork, photo-research
- concept development and background research
- copywriting, editing, proofreading

Visual Creative's clients come from many industries, and include:

- Alternative Healthcare and Healing
- Non-profit & Charitable Organizations
- High Tech Manufacture
- Fashion
- The Arts (visual, literary, musical)
- Professional Organizations
- Financial Services
- Retail and Restaurant

*Please see samples of my design and art work at [www.visualcreative.net](http://www.visualcreative.net).*

131 Pearson Ave. Toronto Ontario M6R 1G4 | 416.888.7370 | [design@visualcreative.net](mailto:design@visualcreative.net)



### **GLOBESCAN INCORPORATED (2001–05):**

- Senior Designer / Production Manager
- design, direction, and production of all marketing and corporate collateral, information design, publications, presentations, & web site development, for internal and external clients
- managed complete re-branding of the company, from Environics International to GlobeScan Inc.
- establishment of production protocols to sustain impeccable standards of quality and efficiency
- supervision of design and support staff; management of outsourcing and supplier relationships
- coordination of high volume, top-quality graphic design work-flow.

### **FREELANCE PRINT DESIGNER & EDITOR (1999–2001)**

- advertising & promotion
- illustration, artwork, photo-research
- newsletter design & editorial
- copyediting, substantive editing, proofreading.

### **SPECIFIC SKILLS:**

- clean, sophisticated design for print and web
- mastery in a Mac environment : InDesign, Photoshop, Illustrator, Acrobat, Deltagraph, Keynote, Powerpoint, Word, Excel
- well-developed research, writing and editing skills
- strong information design skills
- directing complex, multi-faceted projects over short and long term, in teams or independently
- excellent time-management and communication skills, developing systems of efficiency and quality control
- prepress preparation, colour management, print vs screen and digital vs press compatibility

### **COMPLEMENTARY EXPERIENCE:**

research . extensive international travel . experimental music, performance & studio production.  
restaurant/café management & supervision, cooking, serving . service in retail . carpentry

### **ARTS & CRAFT:**

2006: launched ramidonya knits (knits.ramidonya.net)

Since 2004: experimental / improvisational music projects (music.ramidonya.net)

Since 1998

- independent studio work in mixed media, exploring abstract & symbolic subjects, primarily in paint
- solo and group shows in Toronto and Halifax.

*Please see samples of my design and art work at [www.visualcreative.net](http://www.visualcreative.net).*

131 Pearson Ave. Toronto Ontario M6R 1G4 | 416.888.7370 | design@visualcreative.net