



BRADEN LEIBOVITCH

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PROFILE

Graphic Designer that has conceptualized, produced and presented design solutions in both in-house and freelance work environments over the past eight years. Has vast experience working with clients and managing multiple projects at one time. Prides himself on his professionalism, productivity and enthusiasm.

EDUCATION

Seneca College, Graphic Design. 2005-2009

Extensive studies in:

- Typography
- Colour Theory
- Design History
- Creative Process
- Print Production
- Identity Design
- Interactive Design
- Environmental Design
- Art Fundamentals
- Photography

SOFTWARE SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Flash
- Adobe Dreamweaver
- Adobe Acrobat
- QuarkXPress
- Microsoft Office Suite
- Mac and Windows OS

EXPERIENCE

Aesthetica, Founder/Designer. 2013-Present

Founded sports branding company, continuing to develop and build business from start up. Take direction from clients to create drawn concepts, revise digital drafts, and present final branding for sports teams, leagues and events. Design, program and maintain company website.

Pride Toronto, Volunteer Designer. 2012-2013

Was responsible for the creation of the festival map for use in various publications, as well as banners and signage for use throughout the festival.

G. Ryan Design, Freelance Designer. 2011-2012

Was responsible for the creation of various materials for print, internet and interactive platforms.

Worked with clients and provided revisions. Notable projects include:

- Mass E-Mail Ads
- Display Signage
- Stationery
- Housing Site Maps
- Brochures

Blockbuster Canada, Desktop Publisher. 2009-2011

As the only design professional in the office, was responsible for the concept, design & revision work of countless corporate and consumer-targeted materials. Notable projects include:

- Monthly Store Merchandise Guide
- In-Store Signage
- Newspaper Ads
- Staff Training Materials
- Quarterly Staff Newsletter
- Staff Uniforms
- H.R. Recruitment Campaign