



ELENABONDAR.COM

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EDUCATION

North Carolina State University
College of Design | Raleigh, NC

2009 Bachelor of Graphic Design; Minor in Business
Administration | GPA: 4.0

EXPERIENCE

Skin Sense, a day spa | Raleigh, NC
[*Graphic Design and Marketing Specialist,*
July 2009–present]

Design comprehensive seasonal marketing campaigns, including posters, Flash motion graphics, e-mails, print ads, fliers, and social media announcements. Develop packaging designs for new products under the company's BodyScentuals and SkinScentuals lines. In 2010, completed the re-design of the company's website and online boutique, featuring over 1,000 products.

Create strategic social media and Google adwords campaigns to maximize website traffic on skinsense.com. Serve as liaison between Skin Sense and media representatives from the radio, television, magazines, and newspapers. Provide copywriting for seasonal marketing campaigns and advertising scripts, including radio and television advertisements.

Flywheel Design | Durham, NC
[*Freelance Designer, October 2009–March 2010*]

Identity design and web interface design ideation for several of the design firm's clients in industries ranging from law and realty to a fine bakery.

Windhover Literary and Art Magazine
Raleigh, NC [Design Editor, 2008;
Production Editor, 2009]

Created promotional materials for the publication, including website interface and posters; also advised the magazine designers regarding planning, production, and preflight. In 2008, collaborated with three graphic design students to design the layout of the magazine as well as promotional materials including posters, slideshows, and bookmarks.

Capstrat | Raleigh, NC
[*Summer graphic design intern,*
June–August 2008]

Assisted the design team with various print projects, including illustration for Capstrat's publication, Darticles. Also photo-corrected images for print advertisements and participated in some project ideation meetings.

Art to Wear Fashion Show | Raleigh, NC
[*Graphic Designer, 2008*]

Created the identity for the event as well as promotional materials, including event program, poster, website layout, t-shirts, and postcard.

QUALIFICATIONS

Computer Programs

Proficient in Adobe Photoshop, Illustrator, InDesign, Flash, Acrobat, and Constant Contact. Experience with Dreamweaver, After Effects, Magento & Wordpress content management systems, Millennium Business Management Software, Google Adwords, Social Media platforms and Microsoft Excel.

Other Skills

Typography, image making, illustration, and photography. Experience with letterpress and screen printing.

Relevant Coursework

Seven Graphic Design Studios, Typography, Imaging, Graphic Design Theory and Practice, History of Graphic Design, History of Art, Design Thinking, Design Fundamentals, Marketing Management.