



MIHAELA EFTENE
Graphic Designer

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EDUCATION

Bachelor of Fine Arts, BFA

September 2018 – May 2022
Concordia University, Montreal

- Degree in Computation Arts Specialization.
- Graduated with distinguished.

Graphic Design College Diploma, (DCS)

September 2015 – May 2018
Vanier College, Montreal

- Diploma in Office Systems Technology:
Micropublishing & Hypermedia

Curé-Antoine-Labelle Secondary School

August 2012 – August 2015
Laval, Quebec

SKILLS

Technical

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premier Pro
- Adobe After Effects
- Adobe XD | Figma
- Typography
- Layout
- Colour Theory
- Brand Identity
- HTML, CSS, JS
- Word Press
- Word / PowerPoint
- Google Slides/Docs
- Asana
- Todoist
- GSuite
- Print

Personal

- Communicative
- Openess to feedback
- Problem-Solving
- Goal-Oriented
- Flexible
- Positive Thinker
- Team player
- Detail-Oriented
- Organized
- Quick Learner
- Time management
- Creative
- Adaptable
- Work under pressure

WORK EXPERIENCE

Lead Graphic Designer

August 2020 – June 2022
Concordia Student Union, Montreal

- Established a clear and distinguished branding that helps all sub-associations to remain consistent throughout all social media platforms.
- Presented design strategies to clients that boosted the union's presence by 400+ followers on Instagram in a week during covid.
- Coordinated meetings with design team including finance and marketing department to insure that each projects remains within budget.
- Collaborated with the design team in creating Instagram short animations for Advocacy Center to dynamically boost awareness about their job openings.
- Created a strong but modern and clean user-friendly interface for the union's main website that matches with the new branding improving traffic by 40%.

Junior Graphic Designer

September 2018 – August 2020
Concordia Student Union, Montreal

- Assisted the Lead in creating promotional materials such as posters, booklets, business cards, reports and more.
- Prototyped concepts into proper mockups for design presentations with clients.
- Communicated with print companies to assure that everything is well-printed and delivered on time.

Graphic & Web Freelancer

July 2020 – August 2020
ASFA, Montreal

- Developed a powerful and strategic concept for frosh 2020 that increased 50% of sales in two days compared to Frosh 2019.
- Negotiated costs and managed deadlines from beginning to end of the project.
- Directed all social media deliverables such as newsletters and event banners.

Intern Graphic Designer

May 2018 – June 2018
Concordia University, Montreal

- Updated old designs and documents with new content.
- Designed "Concordia Summer" tunnel banner and designs for social media that are adaptable for any social media platform.
- Applied creative direction given by the creative lead and senior graphic designers.

AWARDS

Program Award Winner

Designer Award, Vanier College, June 2018

Dean Vanier Key Society Leadership

Recognition, Vanier College, May 2017

Dean Honour Rolls

Recognition, Vanier College, September 2015 – September 2018