Kat L Trachuk
Computer Graphic Artist / Web / App / Animator

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"CERTIFIED COMPUTER GRAPHIC ARTIST"
ART & WEB DIRECTOR / DIGITAL MARKETING MANAGER

SOFTWARE KNOWLEDGE

o Adobe Photoshop	o CSS Cascading Style Sheets	ONLINE DEVELOPMENT
o Adobe Flash	o HTML Authoring	ADLC – ALBERTA DISTANCE
o Adobe Articulate Story 2	o HTML 5	LEARNING CENTRE K-12
o Adobe Articulate Replay	o JavaScript	o D2L – Desire2Learn
o Adobe Captivate	o Audacity Sound Editing	o SCORM / LOC / LMS
o Adobe Illustrator	o ULead Video Studio	o Meta-Data Tagging
o Adobe Acrobat		o MS Word / Excel / PPT

SOCIAL MEDIA MARKETING – FACEBOOK | TWITTER | LINKEDIN | INSTAGRAM

PROFESSIONAL EXPERIENCE

APP DIVA
ART DIRECTOR - MOBILE APP, GRAPHIC/WEB DESIGN, PPT PRESENTATIONS – 2011 - CURRENT

Description of Position

- **DIGITAL VISUAL ' STORY TELLING '** – *using less verbiage, embracing: " A Picture is worth 1,000 words " motto*
- **GRAPHIC DESIGN** - Graphic Makeovers, Branding, Enhancement, Design | Layout, incorporating our ART of Typography
- **WEB DEVELOPMENT** – Concept to Completion by: Preparing Color and Design Themes, Target Audience Discovery
- **DIGITAL PHOTOGRAPHY -** On-site Digital Photography | Photo Enhancement | Photo Editing | Color | Black and White
- **SOCIAL MEDIA** – Keeping up with the TRENDS is #1: Digital Marketing, Banners, Videos, Presentations and Animation

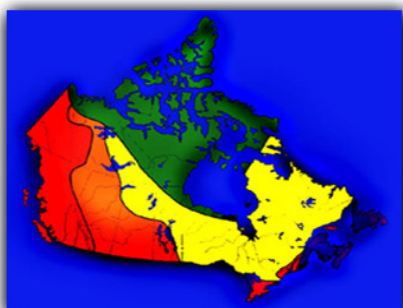## *ADDITIONAL PROJECT for ADLC – Alberta Distance Learning Centre*
MOODLE WEB DEVELOPER – K-12 – CONTRACT POSITION- 2014 - 2015

Description of Position

- **CONTENT DEVELOPMENT** - My understanding of web development is swift and accurate including my Key Boarding Skills
- **DESIGN and LAYOUT -** Created dynamic, customized multimedia, online learning modules containing specific learning tasks while recognizing constraints such as: bandwidth, sound and limited network availability
- **DIGITAL VISUALS | PHOTO –** Edit and Manipulate pixels that fits the design , clear, crisp pictures and vibrant colors
- **SKYPE** meetings scheduled for an hour once a week from Edmonton, Alberta

Highlights

- *Contract **"Finished Ahead of Schedule"**- from Software knowledge = SPEED INCREASED!*

Bow River Networks Inc.
DIRECTOR OF DESIGN / OFFICE MANAGER – 2005 - 2011

Description of Position

- **ART DIRECTOR:** *Concept to Completion Graphic-Web Development Projects | Digital Photo Collages | Typography*
- **WEB | GRAPHIC DESIGN** w *ADOBE Software - Presentations | Charts |Proposals| Branding | Banners| Digital Paintings*
- ***VIDEO PRODUCTION** –Produced | Directed Videos: 3 Cameras | Editing | Credits | Shot On Location | Brain Storming*
- ***DIGITAL PHOTOGRAPHY** – Photo Manipulation | Web | Editing | Product Layout and Display (s)*
- **SCANNING** – Photo Editing, Manipulation, Downloading, File Management

Highlights

- PIGGY BACK on SCO Virus Attack (my DOOM virus) in 2003 BRAINSTORMED the idea of creating a website with a TRAFFIC FLOW of: **150,000 hits** in **one month** and later accumulated nearly **1,000,000 hits** (soon after)
- LOGO Enhancement: American Ethanol 'adopted' the NEW LOOK! Western Electrical Logo improvement / site

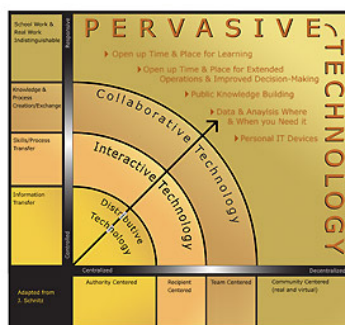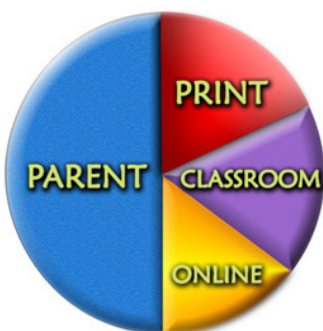# CBE - Calgary Board of Education | ILS - Innovative Learning Services
ONLINE TECHNICAL COURSE DEVELOPER | REPOSITORY EDITOR – 2005 - 2007

Description of Position

- Created FLASH pieces instructed one-on-one with the Teachers for their online course development
- Banner Creation, FLASH Animated Charts, JAVA Applets and Static Graphics for Lessons and Educational Online Courses
- Record Sound in conjunction with developed FLASH pieces and video shoots for online lessons; posting to D2L server
- Created Content Packages for the LOR (Learning Object Repository) using Meta-Data Tagging | SCORM practices

Highlights

- While working with CBE I acquired 3 e-PD Certificates (100 hours) - Advanced Action Scripting Course @ U of C

Kat's Graphics Inc. - Freelance Graphic | Web Designer | Presentations
CREATIVE DESIGN LEAD – 2002 - 2005

Description of Position

- Management of Web Development (concept to completion) using: Microsoft (Front Page, PPT - PowerPoint, Word, Excel, Visio; Adobe Products: Photoshop, Illustrator, Dreamweaver, Captivate, Story, Acrobat PDF, Fireworks and Flash.

Highlights

- Re-BRANDING a presentation and condensed a 3 hour into 30 minutes for the Canadian Shoppers Club
- Developed my 'own' Style and Technique for my Digital Paintings, Giclees and Prints with my mentor: Maheim Patel

The City of Calgary – contract position (agency)
DIGITAL EDITOR - LIBRARY ARCHIVES/ PROGRAM DIRECTOR ASSISTANT – 1999 - 2002

Description of Position

- **Program Director PPT presentations** (Japan Tour / Ottawa**) -** MLA's - Program Assistant – PPT / DTP / Booklets
- **Designed** pamphlets, booklets and developed presentations for the said people, Staff and Alderman
- **Scanned:** Color | Gray Scale, Pictures, Line Art and Maps. At times, piecing LARGE format images for the Library Archives
- **B & W Photo Editing (very dark conditions)** – Transformed DARK IMAGE SLIDES; converted to PDF's (3,000 in 3 months)
- **Developed Reports for Department Heads** – Judy Bader, Directors – Ron Greene, Supervisor(s), MLA meetings | minutes

Highlights

- Created PPT slideshows for Director Judy Bader as she **Toured 'Japan'** and **Ottawa** (Special PPT Presentation)
- Amazing transformation of 3,000 slides; and created a CATALOGING SYSTEM to track House Inspection Division!

INDUSTRY TRAINING

DIGITAL ART & DESIGN DIPLOMA – THOMPSON RIVERS UNIVERSITY – Kamloops, B.C.
Computer Graphics, Animation, Slide(s), and Graphic Design - Layout | Digital Art | Instruction of: DAAD 'intro' course
CREDITED ART COURSES – Color Theory and Drawing: ALBERTA COLLEGE OF ART – Calgary, AB
WEB DESIGN CERTIFICATE - HTML AUTHORING and JavaScript: MOUNT ROYAL UNIVERSITY – Calgary, AB
E-VENTURES | **SMALL BUSINESS** – SEO - Search Engine Optimization | Women Entrepreneur (s) – Calgary, AB
MACROMEDIA FLASH II – Advanced Action Scripting Course: UNIVERSITY OF CALGARY – Calgary, AB

CERTIFICATIONS AND TRAINING

Mount Royal University: Web Design Certificate

Calgary Board of Education: **e-PD Certificate LEVEL I** – Teaching & Learning Online
Calgary Board of Education: **e-PD Certificate LEVEL I** – Building Distributed Learning Environments
Calgary Board of Education: **e-PD Certificate LEVEL III** – 50% Completed for Level III

VOLUNTEER

2010   CALGARY ELECTION – INSPIRE VOTING TURNOUT PROJECT – **PPT PROJECT**
YES we succeeded by a record numbers of voters thanks to the late Jon Lord (former Alderman)

STORY TELLING with a PPT SLIDESHOW consisted of GRAPHICS, ANIMATION with AUDIO (HIT SONG by: *Natasha Anne Bedingfield) FAMOUS* LYRICS*: "UNWRITTEN*! YouTube VIDEO: http://bit.ly/2fWiz60

MEDIA FRESH 'AWARDS' ORGANIZER – Committee Member | Assistant to the Chair (Rene Smid)
Coordinator - Award Statues, Typography (fonts) sourced out trophy outlets, esthetics, engraving styles, decorations (for 50 tables)

RICHARD POOTMANS ALDERMAN CAMPAIGN - I joined a Winning Team going door-to-door and campaigning on the streets and through our 'team' efforts he was elected in 2010! I loved being on Mr. Pootman's Electoral Team

PERSONAL DEVELOPMENT

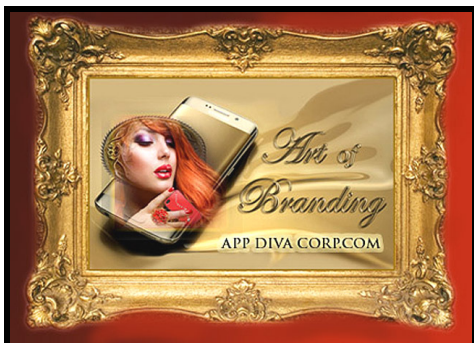**2008**   **PERSONAL BEST SEMINARS - Calgary, Alberta - LEVEL I – Truth Revealed**
Topics Covered: Relationships, Trust, Dreams & Desires, Agreements, Personal Accountability, and Abundance & Prosperity. Becoming more aware of your mental, emotional, behavioral patterns and learn how to 'excel'

REFERENCES - UPON REQUEST

PROFESSIONAL ACHIEVEMENTS

WON BRONZE MEDAL

Women's MOGUL EVENT at the Canadian Nationals Shell Cup
(Freestyle Skiing Event)

FIRST CLASS WEBSITE DESIGN

http://AppDiva.ca

CHRISTMAS VIDEO INSERT

Produced | Directed | Edited
Cameras | Audio / Written
Aired During Christmas!

CUSTOM DESIGN SITE

http://www.FiveStarCoffee.ca