

# Venetia Butler

36 Bellevue Avenue, Toronto, Ontario M5T 2N4  
416-703-5450 • venetiab@gmail.com

**Objective** A quick and efficient **Graphic Designer**, with 8 years newspaper advertising experience with an excellent knowledge of print design and production.

**Primary Abilities**

- Design creative newspaper retail advertisements and promotional material
- Excellent, hands-on knowledge of print production
- Experienced at proofing and ad checking including specifications before sending to clients
- Conscious of priorities, eager to clarify instructions and communicate concerns
- Competent to perform a wide range of other duties

**Qualifications**

- Excellent working knowledge of QuarkXPress, InDesign, Adobe Acrobat/Distiller, Photoshop, Illustrator and Microsoft Office on the MAC platform
- Excellent at preparing optimal image files for web or print: colour, size and format
- Confident to prepare files for print production
- Professional and approachable with strong verbal and written communication skills
- Excellent attention to detail: typography, copy, grammar, layout, images, colour etc.
- Happy in a deadline driven, fast paced, multi-faceted environment
- A quick problem-solver, who willingly initiates projects and will seek a clever solution
- Print and Web Publishing Diploma (2011) and years of newspaper work experience

**Experience Corporate**

**The Toronto Star: Ad Builder, Pre-Press Technician** **2006 - 2010**

- Built the full variety of daily newspaper retail and classified ads
- Designed full and partial page automobile ads
- Compiled all assets from a variety of sources
- Gathered and prepared images for print, input text and proofread
- Received feedback and made changes until client was happy

**NOW Magazine: Graphic Designer** **2002 - 2006**

- Built original print ads, modified from template retail and classified ads
- Tireless in a fast-paced, deadline oriented environment
- Worked effectively in a PDF work flow

**Experience Freelance**

**Jumblies Theatre: Graphic Artist** **2005 - ongoing**

- Work directly with the artistic director and publication team
- Design annual reports, event programs, DVD interface and publicity
- Maintain up-to-date still image and logo files, choose photos
- Brainstorm for and implement theme concepts
- Work with printers to choose process, paper and set up details
- Proof and sign-off on printer's proofs, manage press checks
- Compile files into PDF's and make FTP transfers

**Contact Photographic Festival 2012: Curator, Concept Developer, Designer** **Spring 2012**

Kensington, Kensington: collected photographs of Kensington Market for display as montages on TV sets in the windows of 24 local stores and community organizations.  
Designed/produced logo, map & style for print and online; collected and tested devices; built montages and web sliders; performed on-site installations and maintained the show for a month.

**Education**

**Toronto Image Works: Print and Web Publishing Diploma, April 2011**  
**Ontario College of Art & Design: Communication and Design**  
**Toronto School Board: Advanced figure drawing, portraiture, painting and sculpture**

**Recent Related Activity**

**I Remember: Dominique Russell Book Design, April 2013**  
**Lean StartUp Machine: Toronto, June 2012**  
**Nomads & Ontario Rugby: Promotional postcard, Club ID's**