

Caroline Toth BFA+BDES

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## What I'm doing now

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**Art Director** July 2007 - present

**St. Joseph Communications Media Group**

1755 W. Broadway, Suite 510 VANCOUVER, BC

**Magazines** *Where Vancouver* MONTHLY, *Where Whistler*

BIANNUAL, *Essential Vancouver* ANNUAL, *RM Magazine* ANNUAL,

*Where to Eat Vancouver* ANNUAL and formerly *Where Alaska &*

*Yukon* ANNUAL

**Online** *Where to Eat Vancouver* WEBSITE, *Where Vancouver,*

*Where Whistler, RM Magazine & Essential Vancouver* FLIPBOOK,

Instagram & Twitter CONTESTS

**Special Projects** Where to Dine Awards AWARDS, INVITES

+ PRESENTATIONS and in-house design material CUSTOM

PUBLICATIONS + PROMOTIONAL MATERIALS

**Recognition** Recipient of the 2014 Chairman's Award

- > **Design** The best part of the job, make the pages look as amazing as I can GREAT IMAGES, CLEAN AESTHETIC + STRONG TYPOGRAPHY while maintaining the overall style of the publication
- > **Photography** Commission photographers and illustrators, direct photo shoots, source additional images – sometimes just get the shot myself – and then colour correct it all in Photoshop
- > **Budgets + Timelines** Make sure all projects are done on time and under budget
- > **Production** Build clean files with working links and fonts that load, process and place all the artwork, manage and upload online content – plus, I can also place ads, build and revise pagination, and produce press-ready files so I've always got the production manager's back
- > **Team** Play nice with the editors and the publisher, mentor and manage the graphic designer, coordinate freelancers, present to and wow clients and support the production manager

**Graphic Designer** December 2006 - June 2007

Layout for annual publications MAPS + SUPPLEMENTS,

design and trouble shoot ads and work with the sales

team to develop and maintain their selling tools MEDIA KIT

+ PROMO MATERIALS

## Other things I've done

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**Freelance** 2000 - Present

Outside the 9-to-5 I like to take on projects that sound

challenging or like they could be fun PHOTOGRAPHY,

WEBSITES, E-PUBLISHING, BUSINESS STATIONERY + PROMO PIECES

**Instructor** Spring 2007

**Focal Point** 4474 West 10th Avenue VANCOUVER, BC

Taught the 10-week Introduction to Photoshop class

**Creative Director** August 2006 – September 2011

**re:place magazine** [regardingplace.com](http://regardingplace.com) VANCOUVER, BC

As a founding member I created and managed the

brand, original website, and promotional materials

ABSORBED BY SPACING MAGAZINE IN THE FALL OF 2011

**Graphic Designer** September 2006 - December 2006

**IBI Group** Suite 700 - 1285 West Pender Street VANCOUVER, BC

Designed promotional & presentation materials SLIDE

SHOWS, HANDOUTS, INFO BOARDS, BROCHURES + POSTERS that

communicated architectural and urban planning

concepts to fancy clients and ordinary folk

**Senior Production Operator + Graphic Designer**

March 2003 - August 2006

**FedEx Kinko's** 779 West Pender Street VANCOUVER, BC

Thrown in the deep end to troubleshoot stubborn digital

files ACROBAT, QUITE IMPOSING PLUS + MS OFFICE, typesetting

& layout work QUARK + INDESIGN, and always keep the

machines running OVERSIZED, HIGH VOLUME B/W + COLOUR

**Computer Services Coordinator + Graphic Designer**

October 2000 - September 2002

**Kinko's Ltd. UK** 29-35 Mortimer Street LONDON, UK

Design work for clients to help them look good, trouble-

shoot their dodgy files and make sure their files print

properly in the shop PRESENTATIONS, BUSINESS STATIONERY +

POSTERS or with an offsite vendor BANNERS + OFFSET PRESS

## What I've learned

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**Bachelor of Communication Design** 2003- 2006

Emily Carr University of Art + Design VANCOUVER, BC

**Bachelor of Fine Arts** HONOURS 1996- 2000

York University TORONTO, ON

Continuing Studies classes: SFU PUBLISHING, BCIT DIGITAL

ARTS, ECU DIGITAL MEDIA, & Adobe WORKSHOPS