

# Naomi Rae Estreicher, BA

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Graphic designer and print production artist with expertise in large and small businesses in a variety of industries. Creative, problem solving and detail oriented professional with strong communication skills. Always striving to find new solutions and opportunities for efficiencies.

## Design Experience

**Graphic Designer, naomirae.com**  
naomirae.com

2011 to present

In order to build upon my design experience, built a business catering to a variety of clients. Freelancing provides an opportunity to explore new design ideas and use creativity with respect to typography, colour managed workflow, information hierarchy, graphics and imagery for both print and online projects.

- Identity guidelines including logo design, business card and letterhead.
- Print and digital design of brochures, concert programs, flyers, roll-up banners, etc.
- Studio production design: Editing ads and signage for print; and simplifying floor plans in Adobe Illustrator from AutoCAD files.
- Microsoft templates for PowerPoint and Word (including creation of custom colour & font styles).
- Network diagrams of DNSsec systems using Draw.io and Gliffy.com for presentations and manuals.
- Content architecture: Internet website content for a national hydro corporation.
- Website design and webpage creation using Wordpress.
- Website maintenance and updates using Adobe Dreamweaver and FTP software.
- Social media management for Facebook Pages and Instagram accounts.
- E-newsletters using MailChimp and iContact.
- Video editing with Adobe Premiere Rush and Canva.

**Portfolio:** [naomirae.com/design/portfolio.pdf](http://naomirae.com/design/portfolio.pdf)

### Select Clients:

#### *Arts organisations:*

- Registered Charities:
  - Elmer Iseler Singers (choir) – [website design](#) and maintenance, social media management, e-blasts, video editing, YouTube channel management, concert program design, print and digital advertising design.
  - Free Flow Dance Theatre Company (dance company) – [website design](#) and maintenance.
- Marc David (conductor) – [website design](#) and maintenance.
- Marilyn Gilbert Artists Management Inc. (artist manager) – website maintenance, e-blasts, YouTube channel management, roll-up banners, brochures, print and digital flyer design.
- Merav (EM) Richter (author and speaker) – postcard design [#LoveLettersFromLife](#)
- Mike Herriott (trumpeter) – [website design](#) and maintenance.
- Newton Moraes Dance Theatre Company (dance company) – [website design](#) and maintenance.
- Ofra Harnoy (cellist) – [website design](#) and maintenance (using imcreator).
- Saskatoon International Burlesque Festival – [website design](#) and maintenance.

#### *IT Consulting companies:*

- LJB Consulting (health IT) – identity guidelines, presentation and report templates.
- Libreswan Organization (developing open source VPN protocol using IPSEC) – logo design.
- No Hats Corporation (IT Consulting) – logo design, presentation design, website in development.

**Professional Experience****Marketing Assistant, Business Development Canada**

2014 to 2016

Turner &amp; Townsend

*Program management, project management, cost management and consulting across the property, infrastructure and natural resources sectors*

Marketing coordinator role in a large fast-paced office, including working closely with senior management to deliver marketing proposals to current and prospective clients. In order to grow Turner & Townsend's presence in Canada (90 employees in five Canadian offices compared to 4,500 employees globally), assisting in building relationships with architectural firms, engineering firms, developers, lenders and end-users in a wide range of sectors including government, urban planning, infrastructure, recreational, residential, education, commercial, retail, entertainment, leisure, and energy.

- Organizing priorities with a minimum of direct supervision and coordinating with senior and technical staff to prepare and submit typically 30 proposals and presentations per month.
- Provide graphic design and support services for presentations including charts, graphs, maps and imagery, and for recruitment and company sponsorship advertising.
- In order to organize the digital business development files, mapped the complete marketing and business development file structure across five offices and collaborated with IT and the business development team in building a new consolidated logical file structure.

**Operations Manager and Designer**

2013 to 2014

Marilyn Gilbert Artists Management Inc. (MGAM Inc.)

*Management agency representing classical, jazz, world and folk musicians*

Manager of day-to-day operations including accounting, grant submissions, artist showcase, touring and performing submissions, performance contract preparation and design of all promotional material. Regularly communicated with presenters and artists as well as vendors and colleagues both in office and at two major national conferences in order to best represent the interests of the artists and MGAM Inc.

- Reduced the company's insurance costs by more than 25% and finances charges by more than 65% through adjustments to payment schedules and choosing most efficient account options.
- Supported management in meeting tight submission deadlines for management grants, artist touring grants and tradeshow showcasing opportunities.
- Designed, and still designing on a freelance basis, a variety of online and print materials including new artists webpages, print and e-flyers, business cards, roll-up tradeshow banners, forms, e-blast templates, brochures and booklets to showcase the company and its roster of artists.

**Executive Assistant to Ronald Anson-Cartwright, FCA, FCBV**

1999 to 2013

Anson-Cartwright Associates

*Business valuations, damage reports, forensic accounting, financial and tax advice*

Management support in a variety of roles, gaining additional responsibility in office administration, project research, analysis and report writing. Communicated with clients, including a wide variety individuals and corporations such as law offices, franchise businesses, property development companies, software consultants and investment dealers.

- Research, drafting and polishing of a 100-page comprehensive family business succession planning report and PowerPoint presentation to perpetuate a property management company.
- Provided a detailed review of over 40-years of capital transactions to calculate paid-up capital (PUC) of a mining corporation in preparation for corporate reorganization.
- Provided support to management for over 17 complex business litigation cases for top legal firms, by generating damage reports, critique reports, reply reports and document requests (including project research, financial analysis and production). As an example, managed the preparation of a complicated 171-page damages report for a class action lawsuit, which resulted the client winning a \$455.7 million case.

- Spear-headed and implemented the transition to a new telephone/internet provider resulting in a 40-percent savings.
- Designed and maintained computer database in order to keep large and small projects organized.
- Managed securities, tax and banking services both internally and for clients.

## Community Involvement

**Member of Toronto Image Works Institute Graduate Student Design Group** 2013-2015  
Monthly meetings of top graduates, hand picked by the design instructor, to discuss a variety of design topics including reviews of design projects and new technologies.

**Advisory Committee Member, Visual Arts Ontario** 2010  
Part of a team of individuals to research and recommend an arts service organization that would best serve the members of Visual Arts Ontario, tasks included:

- Research of arts organizations and review of applications received
- Participating in conference calls, discussing research, analysis of applications, commenting on opinions of other advisory committee members
- Review of and comments on Minutes of conference call meetings
- Attendance at annual general meetings of VAO membership

## Education

Diploma, Digital Publishing – Toronto Image Works Institute, Toronto, ON 2012  
*(Top of class in Adobe application use and design theory)*

Bachelor of Arts, Fine Art Studio Major - University of Toronto, Toronto, ON 1999

## Computer technology skills

- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Premier Rush, Acrobat Pro and Dreamweaver.
- MS Office Suite: Outlook, advanced proficiency in Word, Excel and PowerPoint.
- Comfortable with all web browsers and experience building web sites.
- Easily learns and adapts to new computer software.