



ULA JAY WHO?

A designer and a creative individual striving toward everything that is visually pleasant and user-friendly. Design is her tool for communication. An idea-driven artist with a diverse background in print and web design, publication design, art direction, brand development, photography, and illustration. As a self-starter she has built her expertise in design by working on a wide range of cutting-edge projects, seizing opportunities to work with amazing designers over the course of 10 years, and engaging with industry-leading blogs, feeds and design websites.

LIFE SKILLS



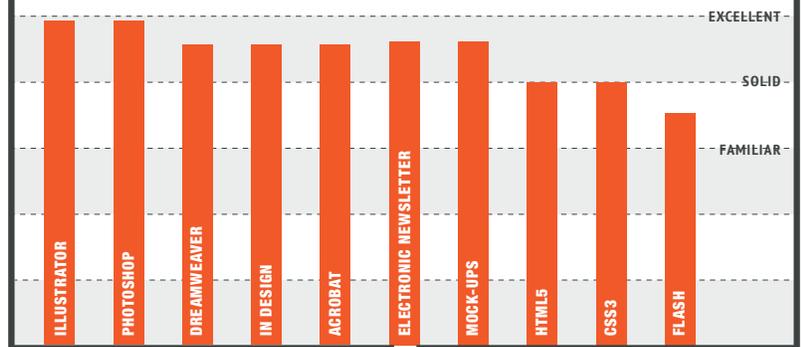
INTERESTS



WHY SHOULD WE WORK TOGETHER

I continue to infuse my energy, hard work, enthusiasm and intuition into every project I have the opportunity to work on, and I am always seeking creative ways in which to deliver the final product. I am consistently up for a challenge, and am a strong team player with the ability to deliver on tight deadlines. My diligence and organization allows me to perform under pressure. I am passionate about modern, minimalistic and clean design that is functional but playful. Did I mention that I am friendly and easy to work with?

TECHNICAL SKILLS



WORK EXPERIENCE AND QUALIFICATIONS

SUNWING TRAVEL GROUP

Web Designer
Oct 2011 - present

UI and front-end development for: bluediamondresorts.com, royaltontresorts.com, sunwingagents.ca | Daily front-end support and design execution for the above websites and sunwing.ca, selloffvacations.com, signature.ca, flysunwing.com and more | UI and involvement in UX for new responsive booking engine for Sunwing and Signature websites (project in progress) | Design of e-newsletters and implementation of other digital media projects

SUNWING VACATIONS

Senior Graphic Designer
Sep 2008 - Oct 2011

Managed the art direction of the Sunwing Airlines in-flight magazine | Designed the ITC brochure | Created visual templates for co-op advertising and company promotions (web flyers, banners, ads etc.) | Adapted all creative for multi-media platforms, i.e. web banners, magazine ads, billboards etc. | Maintained C.E.O. Colin Hunter's personal website, including the creation of the new site, logo and several CD covers | Produced the Sunwing Calendar (yearly promotional piece) | Provided corporate photography

DCR STRATEGIES INC

Creative Director
Jun 2007 - Sep 2008

Ascertained client needs and delivered graphic direction, concepts, and specifications for assigned projects based on these needs | Designed the look and feel of the company's corporate communications and sales support materials, including: presentations, employee manuals, promotional materials, brochures, sales documents, letterhead, greeting cards, newsletters, invitations, logos, and web banners | Prepared weekly Creative Team Utilization and Productivity Report for the company C.E.O. | Contributed to in-depth production planning sessions and meetings on a project-by-project basis | Developed, designed and prepared for press TruCa\$h marketing materials like personalized MasterCard, loyalty cards, brochures, enrolment forms, executive presentations, e-blasts, P.O.P materials, magazine ads, and all other client-driven marketing materials.

EDUCATION

Cracow University of Economics 1995 - 2001 - Masters in Economics

REFERENCES

Available upon request

