

David Rusinek

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WORK EXPERIENCE

TELUS

Apr. 2023 – Present

Senior Graphic Designer

Toronto, ON

- Elevated the visual identity and marketing impact of TELUS and affiliated brands with innovative design, leveraging expertise in marketing, branding, and HTML5 animation to engage audiences more effectively and strategically
- Delivered 25% higher conversion rates in client digital ad campaigns, ensuring compliance with IAB standards
- Achieved 98% on-time delivery and 15% under-budget performance through strategic project management
- Executed design projects covering display ads for web, social media, large-format and small-scale print materials
- Created landing pages, driving a 17% improvement in conversion rates and a 15% reduction in bounce rates
- Developed email campaigns, leading to a 20% rise in open rates and a 13% increase in click-through rates
- Collaborate closely with cross-functional teams including 7 designers, 2 copywriters, and 3 marketing strategists

Q4 Inc.

Sep. 2020 – Apr. 2023

Senior Graphic Designer

Toronto, ON

- Managed the design team, acting as the brand steward; producing digital ads, videos, animations, emails, landing pages and other marketing collateral to maintain a strong cohesive identity, while also evolving the brand forward
- Provided art direction to agencies and oversee all deliverables for go-to-market and product marketing campaigns
- Established and implemented brand guidelines, ensuring consistency defining brand purpose and identity standards
- Responsible for developing and implementing new social media campaigns, increasing overall engagement by 33%
- Redesigned responsive Pardot email templates, increasing click-through rates to 14% and asset downloads by 60%
- Developed engaging video content and motion graphics for animated intros, product teasers and social media ads
- Designed website landing pages, with a focus on high conversions, optimum UI/UX and use of interactive content

Apollo Applied Research Inc.

Sep. 2018 – Sep. 2020

Creative Manager

Toronto, ON

- Managed the launch and redesign of a new website, creating wireframes, mock-ups, landing pages, and icons, achieving a 77% increase in website traffic and a 50% growth in conversions within two weeks of initial launch
- Built an e-commerce website and coordinated the launch with the VP of Marketing and operational team members
- Implemented new responsive Mailchimp email templates with an average open rate of 46%, up from 11% previously
- Rebranded all company assets, digital, print and OOH ads, social media posts, pitch decks and tradeshow materials

CanadaStays

Mar. 2017 – Sep. 2018

Graphic Designer and Email Developer

Toronto, ON

- Built responsive email designs, Mailchimp templates and newsletters, with an average conversion rate of 3.6%
- Designed landing pages, wireframes and mock-ups, and oversaw the corporate blog, including the visual identity
- Revamped digital ads, tradeshow collateral, PowerPoint decks, eBooks and produced video content for social media

EDUCATION

Sheridan College

Bachelor of Applied Arts, Animation (BAA)

Sheridan College

Diploma, Art Fundamentals

SKILLS

Design: Adobe Suite | Photoshop | Illustrator | InDesign | PowerPoint | Sketch | **Video:** Premiere Pro | After Effects |

Web: Google Web Designer | XD | Figma | Wordpress | Ceros | HTML/CSS | **Marketing:** Asana | Mailchimp | Miro | Slack |

Strengths: Animation | Illustration | Email/Web Design | UI/UX | Photo Editing | Video Production | Project Management |