

# Tanya Mustachi

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## Career Goals

My goal is to gain experience in the various fields of publishing, new media, and video and film, with a major concentration on digital and print graphic design, in order to guide myself through a lifelong career that utilizes all my skills and talents.

## Skills

Proficiency in the following computer programs:

- Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat
  - QuarkXPress
  - Macromedia Dreamweaver
  - Discreet Edit
  - AVID
  - ProTools
  - Final Cut Pro
  - Combustion (Animation)
  - Microsoft Word, Excel, Powerpoint
- Extensive experience in newspaper, magazine, commercial job print, and web site art direction with major focus in design, layout and graphics for high-end products. Other key areas covered include photo re-touching and graphic manipulation.
  - Editorial management experience in locating/hiring freelance writers and photographers, determining editorial line-ups, copy editing, and dummymy entire pieces. Also maintain skills in copy writing, photography, and illustration.
  - Well versed in web design, and full comprehension of HTML Mark-up and basic Javascript coding. Beginner's knowledge of Flash media.
  - Extensive experience in event planning for day-long festivals, conferences, charity fundraisers and community celebrations, involving complete organizational control and collection of base funding through donations. Well versed in media PR and public communications.
  - Confident knowledge of straightline editing and digital non-linear editing, along with working knowledge of accessory equipment such as video toasters, sound boards, and graphics developers.

*“Good design is a lot like clear thinking made visual.”*

Edward Tufte

## Work Experience

### Filipino Life Magazine

October 2005 - Present

**Position: Art & Editorial Director**

- Responsible for the art direction and design implementation (front to back) of each quarterly issue
- Duties include organizing the editorial and advertising line-ups, and finalizing the print dummy
- Copy edit editorial pieces and submit necessary legal and grammatical changes to the publisher

### Toronto Community News - Metroland Media Group Ltd.

November 2004 - February 2007

**Position: Senior Production Coordinator, Art Direction**

- Coordinated all responsibilities of the Advertising & Special Features Department, which includes the Advertising Features stream, Special Sections stream for the community newspapers and all public and private job prints
- Responsible for the Art Direction and full design of all Job Print products including magazines, digests, corporate products, promotionals, and special paper sections, as well as coordinating all editorial needs for such products
- Managed a team of three members and worked directly with senior management on many projects. Was also responsible for being the direct client contact on products produced for the private sector
- Wrote and designed advertising features for advertising clients for all the TCN community papers
- In charge of the complete Art Direction for *Centre of the City* magazine, a high-end publication delivered to 40,000 homes throughout the GTA. Worked directly with the Editor-in-Chief to produce layouts that highlighted and enlivened the editorial copy and headed up the complete redesign of the publication in September 2006
- Received award recognition from OCNA and SNA during 2005 and 2006 for a variety of Job Print products

### Other positions held during tenure at the company:

November 2004 to March 2005: Advertising Features Writer/Designer  
March 2005 to March 2006: Advertising Features Coordinator  
March 2006 to September 2006: Coordinator, Art Direction

## Student Affairs - York University

June 2003 - September 2004

### Positions: Web and Publications; Orientation & Convocation Assistant

- Was first assistant to the Manager of Communications and Special Projects, Student Affairs
- Responsible for all web development for Student Affairs, including campus-wide Convocation & Orientation web sites
- Developed, edited and coordinated design for the Orientation publications "Way to Go" and "Parents' Handbook"

## York is U - York University

May 2003 - May 2004

### Position: Special Events Director

- Was lead organizer of major campus events: The Terry Fox Run, Stress Buster Carnival and York's Birthday Celebrations
- Managed a 50-person volunteer team to implement four large-scale activity areas
- Canvassed and collected over \$50,000-worth of donated products, coupons, deals and offers from surrounding community retailers and suppliers to supplement the events with prizes and giveaways
- Worked with the Provincial Terry Fox Foundation to organize the York University Run, raising over \$10,000

## Microbiology Department - Mount Sinai Hospital

June 2000 - April 2003

### Position: MicroWeb Webmaster & TIBDN Research Assistant

- In charge of the maintenance, creation and design of the Toronto Medical Laboratories and Mount Sinai Hospital Microbiology Department's web site, MicroWeb, and first designer of the Online Microbiology Policy Manual used by national hospitals as well as the first online Mycology Teaching Image Gallery
- Research Assistant for the Toronto Invasive Bacterial Diseases Network (TIBDN) *Streptococcus pneumoniae* program

## The ALEA Group

March 1998 - May 2000

### Position: Call Centre Supervisor

- Was one of two supervisors in charge of the company's 30-person call centre
- Managed and operated telemarketing projects for clients such as Sun Microsystems, Teklogix, and HP Canada. Created and maintained information databases for every Call Centre project, as well as all statistical reports
- Assisted in the creation of a new payroll system for the Call Centre Employees.
- Created new forms for the weekly Project Load Update and Project Progress reports.
- During the months of April 1998 to August 1998, was the sole representative of Sceptre Technologies' Canadian Partners Support Program (CPSP). Was in charge of generating membership, processing memberships, acting as Canadian contact for the company and providing support to resellers across the country

## PAGENET: Paging Network of Canada • Position: Assistant Payroll Officer

September 1997 - December 1997

- Collection, sorting and posting of customer payments made by mail
- Cross-checking returns with commission sales, filing IBR's, ACS requests, posted batches, etc.

## Videogenic Corporation • Position: Production Assistant

April 1996 - September 1996

- Assisted in the production of broadcast-quality commercials, animatics, and corporate videos for clients such as General Motors, The Disney Company, and some of Toronto's biggest advertising companies, such as Saatchi & Saatchi

## Education

### York University

September 1998 - June 2004

#### Bachelor of Arts in English & Communications, Diploma in Broadcast Television

- Special Events Coordinator for York is U, the university's Student Alumni Program - 2003-04
- Online Editor for *Excalibur*, York's campus newspaper - 2003-04
- Editor-in-Chief of *Macmedia*, the McLaughlin College Newspaper - 2001-03, Production & Layout Manager - 2000-01

#### Joint Program with Seneca College, School of Communication Arts - Broadcast Television

- Seneca College School of Communication Arts Dean's List, Dec. 2000, Apr. 2001, Dec. 2001, Apr. 2002
- Internship with Alliance Atlantis Television: Canadian Living Television and Home & Garden Television

## Hobbies, Interests, Activities

- Actively involved in Student Leadership at York University
- Ontario CUPBoard Representative for the Canadian University Press 2002-2003
- Design graphics and web sites for community groups and student organizations
- Hobbies include photography, stamp collecting, building models, musical theatre and writing stories and poems

\*References  
available upon  
request\*

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