

Jonathan Rotsztain

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www.Rotsztain.com • www.ALLCAPSdesign.com

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CLIENT LIST

WWF

FRED.

Long Winter

Broken Pencil

Theatre Centre

House of Anansi

Nimbus Publishing

Roaring Brook Press

Art Gallery of Ontario

Toronto Councillor and
TTC Chair Josh Colle

Koffler Centre of the Arts

Ecology Action Centre

Vermont Public Radio

jane's on the common

Fernwood Publishing

Canadian Federation
of Students

Princeton University

Aisling Discoveries

Nova Scotia NDP

MP Megan Leslie

Visual Arts News

Auto Atlantic

Briarpatch

Java Blend

OptiMYz

PROFILE

Writer, Graphic Designer and Cartoonist with experience delivering first-rate communications solutions. Proven competence meeting client goals and executing innovative creative on time and on budget. Editorial, managerial background.

CAREER SUMMARY

Partner, ALL CAPS Design

Toronto, ON / Halifax, NS — May 2011-present

Graphic design practice including logo generation, illustrations, publication layout, communications writing, project management and print production.

Graphic Designer, WE Charity/ME to WE

Toronto, ON — March 2017-December 2017

C&C and Schools teams. Print, signage, OOH, POS, packaging, digital creative and email marketing with major corporate, foundation and media partners.

Graphic Design and Campaigns Coordinator, Dalhousie Student Union

Halifax, NS — October-December 2016

Writing, project management, strategic planning and design. Collaborating with partner organizations, staff, executives, councillors and society representatives.

Founder and Publisher, The West Dublin Monitor

LaHave, NS — April 2013-September 2015

Free, seasonal newsletter uniting the South Shore LaHave River communities. Coordinated submissions, sold and generated advertisements, editing, graphic design and layout, social media and distribution.

Teaching Assistant, Center for Cartoon Studies

White River Junction, VT — September 2014-May 2015

Lead critiques in Cartooning Studio with Jason Lutes. Guest lecturer in Survey of the Drawn Story with Steve Bisette. Facilitated webinars from California with Alec Longstreth in Professional Practice.

Project Manager, Luminato Festival LightNews

Toronto, ON — May-June 2014; May-June 2015

Contributor wrangling, generated interview questions, interviewed luminaries, transcribed and crafted feature stories. Copy editing. Design and layout, including typography, illustration and infographic generation. Commissioned and coordinated creatives. Pre-press and print production. Generated blog content.

Art Director, Dalhousie Gazette

Halifax, NS — August 2010-April 2013

Weekly circulation of 8-10,000 weekly. New logo and interior redesign. Layout, typography, graphic generation, advertising and pre-press. Coordinated artwork. Editor of one-page pop arts section.

Editorial Designer, Formac/Lorimer

Halifax, NS — June-October 2009

Graphic design including layout, image and type design and corrections. Pre-press and advertising for over thirty book titles, released Fall 2009.

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SOFTWARE

Social Media: Twitter,
Facebook, Instagram,
Tumblr, Hootsuite,
TweetDeck

Adobe: Photoshop,
Illustrator, InDesign,
Dreamweaver, Bridge,
After Effects

Apple: Macintosh
systems, Final Cut,
Podcast Producer

Microsoft:
Windows systems,
Office applications

Email Clients: Mad
Mimi, Mail Chimp

Database Programs:
Various

CMS: Zeplin,
WordPress

Other Editors:
QuarkExpress
Sketch

CAREER SUMMARY (CONTINUED)

Account Manager, Scholar House Productions

Toronto, ON — May-August 2008

Printshop. Main client contact. Initiated and developed relationships. Launched and followed-up on specials. Developed new and existing business.

Treasurer, Dal Arts and Social Sciences Society / King's Day Students' Society Halifax, NS — September 2004-April 2007

Elected. Managed and allocated budgets of +\$100,000. Organized and advertised student events. Oversaw infrastructure improvements

Art Dealer's Association of Canada Intern, Lonsdale Gallery

Toronto, ON — May-August, 2006

Managed the gallery, including retail storefront. Prepared press releases and advertising copy. Worked directly with artists. Created artist database.

EDUCATION

G. Raymond Chang School of Continuing Education, Ryerson University

Toronto, ON — September-December 2016

Copy Editing for Books, Journals, and Reports.

Center for Cartoon Studies

White River Junction, VT — September 2013-May 2015

Master of Fine Arts. Thorough study and execution of writing, thumbnailing, penciling, inking, digital production, lettering, colouring and book arts for visual narrative. Focus on domestic and international comics and children's publishing, with regular industry events and professional guests.

Centre for Art Tapes: Media Arts Scholarship 2012

Halifax, NS — August-December 2012

Audio, video and lighting pre-production, production and post-production training on debut short film.

King's Summer School in Data Journalism

Halifax, NS — June 2012

Specialized tools and techniques of computer-assisted reporting.

Mayflower Herbal Studies

Halifax, NS — September 2011-August 2012

Identification, processing, use and health benefits of wild and cultivated herbal medicines.

George Brown College School of Design

Toronto, ON — September 2007-April 2009

Foundation, corporate and editorial design. Dean's Honour List.

University of King's College/Dalhousie University

Halifax, NS — September 2003-April 2007

Bachelor of Arts. Foundation Year Programme. History Major with focus on Canada. Minor in English. President's List and Dean's Honour List.