

# Jonathan Rotsztain

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www.Rotsztain.com • www.ALLCAPSdesign.com

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## CLIENT LIST

WWF

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

Saint Mary's University

Ecology Action Centre

Vermont Public Radio

Fernwood Publishing

Canadian Federation  
of Students

Princeton University

Aisling Discoveries

Nova Scotia NDP

MP Megan Leslie

Visual Arts News

CUPW-STTP

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.

### Digital Reproduction Technician, Archives of Ontario

#### Ontario Ministry of Government and Consumer Services

**Toronto, ON — September 2019-present**

Provides a range of technical services for the digital imaging and reproduction of archive collections. Supports the branch's large-scale digitization projects involving multiple types of original record formats. Digitally images fragile historic material using appropriate handling techniques. Provides statistics and adheres to quality control standards. Designs and creates other digital products such as promotional materials.

### Graphics Officer, Ontario Ministry for Seniors and Accessibility

**Toronto, ON — June 2018-August 2019**

Public affairs and digital media with the Communications Branch. Print and web design, reports and presentations, data visualization, social shareables, intranet and internal communications, print production, consultation and planning in conjunction with ministry staff and stakeholders. Ensured all products met accessibility guidelines. Served the Ministry of Infrastructure in a similar capacity.

### 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**

*The West Dublin Monitor* was a 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**

MFA program. Lead critiques in Cartooning Studio. Guest lecturer in Survey of the Drawn Story. Facilitated webinars in Professional Practice.

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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:** CMOD, various

**CMS:** Drupal, Zeplin, WordPress

**Other Editors:** QuarkExpress  
Sketch

## CAREER SUMMARY (CONTINUED)

### 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 8,00-10,000 weekly. New logo and interior redesign. Layout, typography, graphic generation, advertising and pre-press. Coordinated artwork. Editor of one-page pop arts section, *The Other Gazette*.

### 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.

### 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.

## EDUCATION

### 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.

### 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.

### School of Continuing Education, Ryerson University

**Toronto, ON — September-December 2016**

Copy Editing for Books, Journals, and Reports.

### Centre for Art Tapes: Media Arts Scholarship

**Halifax, NS — August-December 2012**

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