

RITA PARÁDA
communication design

curriculum vitae
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november 2007

+358 50 482 1361

parada.rita@gmail.com

www.doubleacute.com
www.ritaparada.com
www.flowgaleria.org
www.linkedin.com/in/ritaparada

more information
available upon request

DESIGN EMPLOYMENT

2007 April – Present
NOKIA, Helsinki Finland
Design Manager
Developing the latest version of Nokia Desktop Identity Guidelines, including the development of the Desktop Icon style. Providing continuous visual UI design support, consultation for desktop applications. Participating in Design Research for Motion Graphics area in the US. Developing Video ringtones for devices in different brand categories. Communications, collaborations with other organizations in the company. Ensure quality visual design deliverables from third parties. Contribute to problem solving.

2004 August – 2007 March
NOKIA, Vancouver, Canada
Senior Graphic Designer + Simulation Specialist
Overseeing the Nokia Nseries Music Player visual UI development. Conceiving, developing, prototyping new interactions. Concepting new design ideas. Contribute to problem solving. Develop graphical user interface elements. Documenting graphic solutions. Prepare style/layout guides. Monitor graphic implementation. Assist in error handling. Communications with other groups in the company. Ensure the quality of visual design deliverables from third parties. Develop multimedia experiences for internal marketing purposes and for external material.

2003 March – 2004 February
Lunny Communications Group Interactives
Vancouver, Canada
Visual Interface and Multimedia Designer
Development of interactive touch screen designs. Layout, user interfaces, interactive components, animations, video editing, web, for Saudi Arabia's Sultan Abdulaziz Science + Technology Centre.

1999 Fall – 2002 December
Top Producer Systems, a Homestore Company
Vancouver, Canada
Multimedia Communications Designer
Designing visual UI, interactive components, icons, multimedia presentations, animations and interactive advertisements for online, desktop and handheld devices.

INDEPENDENT DESIGN CONSULTING

1999 May – Present
Double Acute Communications
Multidisciplinary Design Consultancy
Founder, Art Direction + Design
www.doubleacute.com

2001 September – 2004 December
FlowGaléria
Online Exhibition Space for Artist + Designers
Art Direction, Visual Interface + UI Design
www.flowgaleria.org

2004 May – 2004 August
Government of Canada with Donat Group
Visual Interface + Video Design
Vancouver, Canada

2004 February – 2004 April
Yael Wand Musician
Music CD Packaging + Web Site Design
Vancouver, Canada

2003 January – 2003 March
Crate Ideas Gifts
Identity Design, Branding
Vancouver, Canada

2001 Nightshade Corsets + Clothing
Web Site Design + Graphic Production
Edmonton, Canada

1999 Real to Reel Children Film Festival
Web Site Design + Graphic Production
Vancouver, Canada

1999 Mandula Moda Fashion Designer
Identity Design, Branding + Web Site Design
Vancouver, Canada

1997 May – Present Villon Films Documentaries
Graphic Design + Motion Graphics Design
Vancouver, Canada

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DESIGN EDUCATION

1996 – 1999
BA of Design,
Major in Visual Communication Design
Emily Carr Institute of Art + Design
Vancouver, Canada

1994 – 1996
Undergraduate Program
Fine Art, Major in Design Art
Concordia University
Montreal, Canada

1993 – 1994
Certificate in Graphic Design
Concordia University
Montreal, Canada

DESIGN SKILLS

Visual User Interface + Navigation
Dynamic Interface + Animation
Branding + Identity
Typography for Digital Media + Print
Basic digital Sound + Video Editing
Multimedia Presentations
Usability Principles + User Centered Design
Motion Graphics Design
Designing for Desktop + Online Media
Designing for Small Screen (Portable) Devices

LANGUAGES

Hungarian (speak, read, write)
Fluent in English (speak, read, write)
Some (very) basics in French, German, Russian

SOFTWARE TOOLS

Flash, Photoshop, Illustrator, Indesign, Aftereffects,
SoundEdit, etc. Minimal skills in Softimage + 3D
Studio Max. Capable of writing basic HTML, basic
Cascading Style Sheets, some basics of Action
Scripting

DESIGN EXPOSURE

2003 FlashGoddess Spotlight
Designer Profile
www.FlashGoddess.com

2003 LoveBook Competition
Photo Artwork Finalist
www.scene360.com

2003 Published Research Article
The Use of Pixel Fonts
www.afterchaos.com

1999 Sentio Ergo Sum, Visual Dictionary
Interactive CD-ROM Proposal
ECIAD Graduation Exhibit, Vancouver, Canada
Design Exchange, Toronto, Canada

1997 Poster Competition, Jury's Selection
Yes Canada, Vancouver, Canada

1996 The Four Elements: Fire
Claymation on Film
Concordia University, Montreal, Canada

1995 Shelter for the Body: Sculpture
Cafe-X Group Exhibit
Concordia University, Montreal, Canada

DESIGN SEMINARS

2006 Managing + Leading Virtual Teams
2006 Nokia Branding I + II
2006 The Future of Visualization
2005 3D Studio Max, Introduction
2005 Inside the Music Industry
2005 The Work of Rick Valicenti
2004 Storytelling + Interactive Design
2004 Creativity versus Usability
2004 The Power of the Brand
2004 Interactive Design + Usability
2004 EduGaming, E-Learning + Games
2004 Designing for the Olympics, GDC
2003 Driven by Design
2003 PRO-Creation Tools, Apple/Adobe
2003 Copyright Law I + II
2002 The Future of Interactive Media