

Summary Of Qualifications

- Adept in a wide range of fabrication methods, CAD and software for prototyping & print, amongst other mediums
- Continuously challenging myself to innovate, leading to award-winning designs in paperboard packaging
- Synthesized realistic 3D renders of packaging products for a research project, followed by creating course content therein
- Led and trained a team that repeatedly outperformed our weekly goals by 20% when fundraising for charities

Awards

2022	Employee Spotlight for Packaging Design Day – result of WestRock nominating designs for award
2021	CTLxDFZ Grant Recipient – fueling experimentation in multimedia technologies
2020	International Paperboard Packaging Alliance Student Design Challenge First Place Winner
2019	Prophecy Branding and Structural Packaging Design Competition Winner
2017 – 2021	Canadian Printing Industries Scholarship Trust Fund Recipient

Experience

ASSOCIATE DESIGNER

SEPT 2021 – AUG 2023
WESTROCK AJAX, ON

- Spearheaded the development of cost-effective and innovative paperboard packaging solutions, with a strategic focus on the food & beverage industry, working on over 550 designs. Dozens slotted for M+ copies annually
- Pioneered cutting-edge design initiatives at the Ajax production facility, proactively resolving plotter table challenges, implementing testing technologies, and establishing comprehensive board & design libraries.
- Capitalized on local production site and harnessed WestRock's extensive resources to elevate industry expertise early in my career. Leveraged customer capabilities and machinery insights to drive data-informed product design.
- Orchestrated the concurrent management of multiple high-stakes projects, achieving remarkable design turnarounds, soliciting feedback on 600+ shipped samples in my final year, 72% sent to customers within 48 hours.
- Adeptly handling multifaceted responsibilities, including product photography, structural integrity testing, 3D modelling, marketing research, transportation and automation trials. Collaborated seamlessly with my international team, customers, and sales, as well as larger cross-functional teams to craft optimal structural design solutions.

PACKAGING EXTRAORDINAIRE

MAY 2021 – NOV 2021
TALKMEDIA TORONTO, ON

- Solely conceptualised intricate sensory package experience to complement virtual storytelling events
- Researched options to produce with low budget, delivering hand-cut versions for trial event of the 10pcs design. 500 copy production cut out by printer, where I configured an assembly line to efficiently prepare to ship in <3 days
- Furthered user experience in virtual space with consultations on how to reduce potential user errors, maximise flow and interactions, as well as imagining space concepts to convert journalistic pieces into new medium

PACKAGE PROTOTYPING TEACHING ASSISTANT

DEC 2020 – APR 2021
TORONTO METROPOLITAN UNIVERSITY

- Assisted with feedback meetings and with student engagement during virtual classes.
- Created efficient workflows for student communication, files, and prototyping. Outputting over 200 prototypes using Ricoh flatbed UV printer and Esko Kongsberg cutting table.
- Developed course materials, including 3D modeling and CAD tutorials.

VP OF COMPETITIONS OF METPACK

SEPT 2020 – APR 2021
TORONTO METROPOLITAN UNIVERSITY

- MetPack (formerly RyePack) is a student group dedicated to the exploration and advancement of all things packaging. My primary role was to make the competitions accessible to all year groups (raising participation by 20% in this year) and assisting with entries by facilitating research, production, and submission for competition teams
- Helped TMU GCM students with packaging related projects, Planned and executed workshops to share packaging related skills
- Closely managed competition teams and helped propel ideas to be simultaneously commercially viable and innovative

RESEARCH ASSISTANT

MAR 2020 – JUN 2020
TORONTO METROPOLITAN UNIVERSITY

- Played a pivotal role in assisting my professor's research focusing on the impact of recycling labels on packaging, by providing valuable insights and support, including leveraging CAD and 3D rendering software to create visually engaging artwork
- Administered surveys via online platforms, achieving a remarkable 110% increase in responses compared to the initial expectations, demonstrating exceptional data collection and engagement skills
- Analyzed the extensive survey results and delivered meaningful insights, contributing as a member of the Gen Z demographic, which were instrumental in drawing critical conclusions for the research.

FUNDRAISING TEAM LEADER

MAR 2019 - AUG 2020
PUBLIC OUTREACH TORONTO, ON

- Directed and mentored groups of trainees to transform into highly effective and knowledgeable canvassers, ensuring they met and exceeded performance expectations.
- Strategically devised routes to optimize donor engagement by maximizing potential donor count while minimizing redundant travel time, resulting in heightened fundraising efficiency.
- Led and coached a high-performing team that consistently outperformed weekly fundraising goals by 20%. Successfully raised funds for prominent organizations, including UNICEF, CAMH, and Amnesty International
- Utilized a diverse array of communication tools to create positive customer experiences, resulting in a higher retention rate.

COSMETIC PACKAGING & BRAND DESIGNER

DEC 2019 - MAR 2020
PROPHECY BOTANICALS TORONTO, ON

- Distinguished performance in the coursework of GCM808 Package Prototyping led to the unique opportunity to collaborate further with local cosmetic company, Prophecy Botanicals via freelance work
- Spearheaded a comprehensive brand transformation for Prophecy Botanicals, designing their logo, labels, and the structural framework of their primary packaging. Leveraged Adobe Creative Suite to create visually appealing and functional packaging elements that resonated with the brand's identity for the serum product line

Education

GRAPHIC COMMUNICATIONS MANAGEMENT (B.TECH)

SEPT 2017 - APR 2021
TORONTO METROPOLITAN UNIVERSITY

- Canada's only degree-granting program for the printing industries, focusing on the application of theory to practical problems with a balance of technology and business management, completed with a 3.4CGPA along with a Packaging concentration while also undertaking minors in Advertising and Communication & Design.
- VP of Competitions role in packaging student group. Facilitated research, production, and submissions for competition teams

Skills

- Culturally intelligent from being raised all over world, fluent in Czech & Serbian, advanced Mandarin and beginner German
- Innovative problem solver, highly adaptable, multitasking time management, quick learner, strategic and strong under pressure
- Adobe Creative Suite with high skills in Illustrator, Photoshop, InDesign, AfterEffects, Premier and XD
- Extensive prototyping capabilities, i.e. vacuum forming, digital UV printers, 3D printing, plotter table, material and use testing
- Varied CAD software; AutoCAD, Fusion 360, TinkerCad, Solidworks and a deep understanding in ArtiosCAD
- GCM Educated in EFI Metrix, Esko i-cut, Enfocus Switch & PitStop, Kodak Preps & Prinergy, Xinet Workflows
- Coding via development of numerous websites and apps with HTML, CSS, JavaScript, jQuery, Liquefy, JSON, XML

See even more about my experience with details on my projects at my website, Dorotea.ca