

Inga Ropša

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ARTIST-GRAPHIST ❖ LAYOUT ARTIST ❖ ILLUSTRATOR – DIGITAL ILLUSTRATOR AND TRADITIONAL ILLUSTRATOR ❖ ADVERTISING DESIGNER

SKILLS AND EXPERIENCE

Now - December 2005

ILLUSTRATION & GRAPHICS & DESKTOP DESIGN PROJECTS

Graphics artist/Desktop artist for Advertising Agency SANTA

Projects & advertisements designed for magazines issued by Publishing house SANTA (www.santa.lv), like SANTA, SHAPE Latvia, IEVA, KLUBS, MansMazais, AutoBild Latvia etc. as well as for other printed medias (magazines FHM, UNA, Ilustrētā Zinātne, Vinu Pasaule etc.).

Clients: Olympus Latvia Ltd., Adidas Latvia, Interbaltija Latvija AG, German Baltics Prod., supermarket Liiba, Brands: Laima, Staburadze, Yves Saint Laurent, Shiseido, Penfolds, SanPedro, GatoNegro, Lindemans (Australian Wines), and etc.

Full-style service advertising and product promotion projects: product promotion leaflets, brochures up to CREATIVE IMAGERY. High style original design. Outdoors. Billboards. Direct marketing advertising materials.

Branding design (Corporate Identity design, for ex., branding/logotypes).

From original unique logotype – branding design, up to full-style CI book. From single business card up to stationery package.

Getting involved in desktop publishing deep-insights. Mastering up original artwork, Corporate Identity adaptations, Pilot projects run, Logotype projects done, Sales promotion materials created. Product and Imagery photographs done. Original illustrations for brand&product advertisements, product promotion materials.

WEB: simple flash animations done for web portals.

June – July 2005

ILLUSTRATION & OFFSET DESIGN PROJECTS

Participating in Pilot projects for McCan Ericksson Riga presenting Initial test drafts for product promotion campaigns. Developing blister sketches and flash movie for YOTA Latvia SIA. Database driven website design/ product catalogue for YOTA Latvia SIA.

March 2004 - August 2002

In-House Graphic and Web Designer

for Business Administration School Turiba Ltd., Riga, Latvia

April 2004 - March 2004

Senior Graphic Designer

at Full-style advertising agency ESPLANADE,

member of ComWorld Communications

Had been designing illustrations for posters and brochures. Logotypes designed from startup sketches until digitalized final output was achieved. Focusing on collateral and promotional design materials like flyers, posters, booklets, brochures, stationary, labels, business cards. Key interest was placed to greeting cards, logotypes and exhibition billboards, in an environment where i have worked together and cooperated with other team members and where the final product/output mainly consists of the whole creative set achieved by the working team.

WEB DESIGN

In-House Designer for info catalogue/on-line database company

July 2001 - November 1999

Web designer for TELIA SWEDEN branch TELEMEDIA Latvia

(for some years company had been known under the name: ENIRO LATVIA)

Have completed numerous and diverse projects from business cards and stationery up to exhibition billboards and outdoor posters. Web projects were run from flexible modifications to complete mainstreaming of the project. Creative workflow maintained from startup sketches until complete business needs visualization is done. Embedding textual material into website until final completion, including further maintenance.

**March 1999 - September 1998 On-line Digital Designer for Television Company LNT LATVIA,
The Evening News team**

As a member of «The Evening News» team have been performing work on PC's, involved in presenting and interpreting all given visual material, working in close professional contact and cooperation with producers/news managers to broadcast events as multimedia content, was responsible for airing design packages during live TV performances.

EDUCATION

Academic Education

Academy of Arts of Latvia

1995 MA in Arts Sciences and History

1993 BA in Applied Arts and Design

Completed courses in Drawing, Painting, Industrial Design&Advertising Design, Sculpture and modeling, Composition, Stained Glass Design, Arts History and Research etc.

1990 Granted workshop in Applied Arts Department of Arts Institute in Wroclaw (Poland)

1991 Glass works, Group Exhibition in Art Gallery BASTEJS, Riga, Latvia

**Additional Education
and Training**

Riga Commerce Gymnasium (Riga Commerce School)

June 1997 – October 1996

Postgraduate Business Administration course

Completed full-style program: Management of middle enterprise, Marketing, Statistics, Standards of international accounting (lecturer/tutor Mr. Richard Skinner, UK). Additionally, superior attention was paid to Industrial Design Marketing, Computer classes and Business English. Obtained diploma of Riga Commerce School

Riga Higher School of Pedagogy and Management

June 1997 – October 1996

Master program in Pedagogy

Latvian Academy of Management and Entrepreneurship

June 1997 – October 1996

Completed one year program. Insights in Advertising&Marketing.

Riga Applied Arts College

June 1988 - September 1984

Obtained diploma of Artist-Craftsman and Artist-Executive

PC and MAC literacy

MAC OS X platform:

Familiar with Adobe InDesign CS2 and CS3, Illustrator CS2, Adobe PhotoShop CS2, Flash CS3 (developed knowledge of dynamic banner design), AdobeFireWorks CS3, Dreamweaver MX, Quark 6.

Operational knowledge of **WINDOWS XP** platform.