



## Vitaly Krichevsky

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**E-mail:**  
vitaly@krichevsky.com  
**On-line portfolio:**  
www.krichevsky.com

### Education:

**1981**  
MA in journalism,  
Latvia University,  
Riga, Latvia

### Professional training:

**1995**  
Multimedia Computer Design  
Course. "Ediot Akhronot",  
Tel-Aviv, Israel  
**1991**  
Computer Graphics Design  
Upgrade Course.  
Tel Aviv, Israel.

### Work Status:

I'm authorized to work in USA  
for any employer.

### Summary:

More than 10 years' experience as a computer graphics designer in both online (Internet) and printed advertising and publishing. Expertise in a number of graphics and multimedia programs systems. Excellent working skills under both Windows and Macintosh operating systems. Desire to learn new graphics software tools and ability to do it fast. A good team player used to meeting deadlines and working well under pressure.

### Software:

Expertise in Adobe PhotoShop, QuarkXPress, Free Hand, Adobe Streamline, Dreamweaver, Netscape Composer, CorelDraw!, CorelXARA, Xara3D, All Pages and a few supporting graphic programs. Working knowledge of HTML, Adobe Illustrator, Adobe Acrobat, Fractal Painter, Fireworks, MetaCreations Poser, Flash, PageMaker, Fontographer, Ventura Publisher etc. Familiarity with 3D-Studio, Infini-D, Director.

### Experience:

#### 2000 – present

##### Freelance Web Designer and Desktop Publisher

Designed several desktop publishing projects for various customers, including the monthly newsletter for Adamsstreet Synagogue (Newton, MA), the Russian community journal "The Bostonian Cosmopolite", the monthly magazine "Das Neues Judische Wort" (Berlin, Germany), flyers, posters and calendars, etc. Conceptualized, designed and implemented promotional web sites, including general design, identity, logos, banners and advertising for companies and individuals: www.adamstreet.org, www.israelaction.org, etc.

#### 1997 - 2000

##### Art Director of Palmsberry Ltd.,

Ramat Gan, Israel

Conceptualized, designed and implemented various graphic aspects of promotional web sites, including identity, logos, banners and advertising. Did design, production & prepress work for all kinds of online and printed promotional pieces: newsletters, catalogs, booklets, flyers, calendars, posters, signs, ads, logos, and brochures. Did design and production work for books including jackets.

#### 1995 - 1997

##### Art Director of supplements to the "Vesty" daily

(of "Ediot Akhronot" publishing group). Tel-Aviv, Israel

Made up weekly supplements "Okna" ("Windows") and "3 1/2" for the "Vesty" ("Herald") daily - the biggest Russian-language newspaper in Israel. Selected and prepared for print illustrative materials including scanning. Designed and implemented ads. Made up 48-60 pages per week (in color and black/white).

#### 1994 - 1995

##### Computer graphics designer.

The "Vremia" ("Time") newspaper (in Russian). Tel-Aviv, Israel

Made up a daily newspaper (12-15 pages per day).

#### 1991 - 1994

##### Computer graphics designer.

"Megged" advertising agency. Tel-Aviv, Israel.

Designed and prepared for print promotional pieces in Hebrew, English and Russian.

#### 1975 -1990

Worked as a journalist and editor in daily newspapers and magazines