

BARBARA SZYMANSKA

GRAPHICS, DESIGN, CONTENT, PHOTOGRAPHY

TECHNICAL

Newsletters, Flyers, Banners
Effective Layouts
Walkthroughs and Slideshows
Photographic Lighting
Product Photography
Creative Styling
Principles & Elements of Design
Real Estate Photography
Lifestyle, Portraits & Headshots
Hair & Make-up
Posing
Landscape, Travel & Experimental
Studio & On Location Set-Up
Research and Content Writing
Print and Web formats
Conceptual Design
Branding & Marketing Basics
Catchphrases & Creative Wording

EDUCATION

Adobe Photoshop I & II
Adobe InDesign I & II
Introduction to Adobe Illustrator
Seneca College
Photographic Lighting I & II
Portrait photography I
Humber College
Wedding Photography
Business of Photography
George Brown College
Make-up Techniques
Centennial College
First Year Philosophy
York University

CONTACT



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FEATURED WORK PROJECTS

- Served as the primary product photographer for Nuvo Iron™, leading North America's provider of fence and deck accessories for luxury homes and commercial properties. My work was featured on Nuvo Iron's™ website, catalogue, social media campaigns and printed in promotional materials. Various size products included: large fences, gates, garden arbors, inserts, small hardware, post caps and other accessories. Photo sessions on various sites were followed up with postproduction, using latest techniques to produce high quality images quickly and efficiently.
- Captured images of wood lattices and various lumber products on location for Lebel Cambium Inc. Used creative layout/arrangement and effective lighting techniques to simulate a studio set-up and generate unique and interesting compositions. Postproduction editing included catalogue appropriate, isolated product images, as well as simulated suspension of products in 3D space designs.
- Collaborated on "Unlocking Toronto" a campaign for Michael Roy Group - a luxury real estate company. Work included vibrant high-end real estate photography, walkthroughs and slideshows, as well as some light staging, pre-shoot assessment and preparation. Assisted other team members in branding & colour palate selection and digital marketing initiatives, such as: social media content, newsletter & web design.



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SOFTWARE

Adobe Photoshop
Adobe Lightroom
Adobe Illustrator
Adobe InDesign
Affinity Photo
iMovie
Cloud based web design
software (wix, weebly, etc)
Pixlr Editor
SurveyMonkey
Mailchimp
Doodlepoll
and more

PASSIONS

Understanding people

Mindfulness, Movement,
Mediation & Existential Inquiry

Principles and Elements of Design
Arts & Crafts, Writing

Seeing outside the box

FEATURED WORK PROJECTS CONTINUED

- Provided high quality images of properties (both interior and exterior) for Anita D'Mello, a sales representative for Century 21, which were later featured on various real estate platforms
- Freelanced independently since 2015. Produced memorable graphics, designs and marketing content for a variety of clients including companies, models, actors, individuals and families. Work includes striking headshots, portfolio and profile sprucing, flyers, product & real estate photography (both studio and on location) and content generation.

ART EXHIBITS & SPECIAL PROJECTS

- Video Submission - Window-Swap, a collaborative quarantine art project [2020]
- "Abstract My World" - a curated and jurored group exhibit, Tall Sequoia online gallery [2020]
- "Toronto, a Visual Meditation" - Solo Exhibition, Toronto Oakwood Public Library and Arts Centre [2017]
- Biowoman 8th International Travelling Art Project - Group Show [2016]

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