




# CASSANDRA CETLIN

## CURRICULUM VITAE

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 779 Danforth Ave Unit #1, Toronto

## EDUCATION

### Master of Science in Biomedical Communications (expected 2015)

Institute of Medical Science, Faculty of Medicine, University of Toronto

2013 - present

### Bachelor of Health Sciences (Honours)

Faculty of Health Sciences, McMaster University

2008-2012

## SKILLS

### SOFTWARE

NOVICE

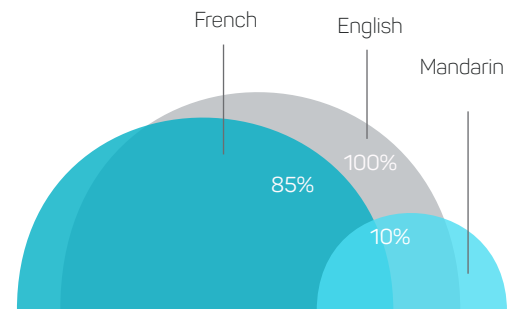
ADVANCED

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
InDesign	●	●	●	●	●
Premiere Pro	●	●	●	●	●
After Effects	●	●	●	●	○
HTML 5/CSS	●	●	●	●	○
Cinema 4D	●	●	●	○	○
Maya	●	●	●	●	○

### KNOWLEDGE

Grid & layout  
Typography  
Colour theory  
Motion graphics  
Responsive web design  
Videography  
3D modeling & animation  
E-book design  
Illustration  
Storyboarding

### LANGUAGES



## WORK EXPERIENCE

### Media Designer

Department of Immunology, University of Toronto under the Education Information Technology program

2014

- Designed and produced a 2D animation on the microbiome and current research at the University of Toronto using Adobe Illustrator and After Effects
- Produced a website to house the animations and visualizations using WordPress resulting in the successful recruitment of study participants

### Primary Illustrator & Videographer for Interactive E-book

2014

Education Program in Anatomy, McMaster University

- Designed & planned two interactive e-books in Adobe InDesign in collaboration with a team of content experts and designers to be used by over 200 midwifery students per year.
- Filmed and edited short videos to be incorporated into the interactive e-book using Adobe Premiere Pro and After Effects, produced illustrations on biological subjects for teaching purposes using Adobe Photoshop and Illustrator

### Medical Illustrator

2014

Toronto Notes, University of Toronto

- Illustrated & revised a variety of biological subjects (anatomical & cellular) for a review intended for medical professionals using Adobe Illustrator
- Worked collaboratively with Toronto Notes editors and content experts

### **Videographer, Prosector, and Undergraduate Lab Technician**

Education Program in Anatomy, McMaster University

2012-2013

- Planned, scripted, filmed and edited approximately 20 educational anatomy videos for the learning of over 500 medical and undergraduate students per year using Adobe Premiere Pro
- Created prosecutions for the learning of medical and undergraduate students
- Coordinated the lab components and acted as course support for the undergraduate Anatomy & Physiology and Pathophysiology courses for over 200 students

### **Research Assistant**

Policy Program in Decision Making, McMaster University

2011-2012

- Critically appraised systematic reviews relevant to individuals in health policy decision-making
- Completed monthly updates and cleaned up past entries of the Health System Evidence database of systematic reviews
- Delegated and coordinated new tasks to 5 summer and graduate students
- Trained new students in assessment of systematic reviews and database clean-up

## AWARDS

### **Connaught Global Challenge Research Award**

University of Toronto, Grant for Master's Research Project on the topic of the human microbiome (\$15,000)

2014

### **Institute of Medical Science Entrance Scholarship**

University of Toronto, Entrance scholarship for entrance GPA of over 3.7 (\$5,000)

2013

### **Dean's Honour List**

McMaster University, For GPA of over 9.5 (on a 12 point scale)

2008-2012

### **McMaster Health Sciences Research Scholarship**

McMaster University, Summer research scholarship towards EEG research at the Connolly Lab (\$4,000)

2010

### **McMaster Health Sciences Travel Scholarship**

McMaster University, Travel scholarship for Student International Health Initiative trip to India for research on the Indian health care system (\$500)

2009

## RESEARCH & PUBLICATIONS

### **Physical Assessment of the Well Woman & Newborn**

Interactive e-book for the Midwifery Department at McMaster University

2014

### **McMaster Undergraduate Medical Journal**

Cover art for medical journal on atherosclerosis

2013

### **MacAnatomy Website**

Over 20 educational anatomy videos

2012-2013

### **Cognitive Science Thesis Student**

CogSci Lab, McMaster University

2011-2012

- Conducted informal literature review on the theories of dual task interference
- Developed stimuli and ran subjects for an ongoing study on dual task performance which utilized Lateralized Readiness Potentials to test for reaction times

### **Neuroscience Senior Project Student**

NeuroArts Lab, McMaster University

2010-2011

- Conducted informal literature review on the development of drawing skills in children
- Conducted informal literature review on brain activation during drawing tasks
- Wrote up ethics proposal and consent forms for a future study on drawing and brain activation

# VOLUNTEERISM & INTERESTS

## Conference Participant

Association of Medical Illustrators

- Attended a five day conference on current work and technology in biomedical communication

2014

## BAM-TO Social Events Coordinator

University of Toronto, Biomedical Academic Meeting Toronto

- Organized social events and catering for a three day conference for over 90 students and faculty

2014

## Professional Master's Representative

University of Toronto, Institute of Medical Sciences

- Created graphics and promotional materials for faculty events
- Attended bi-weekly meetings to help plan events for students in the faculty

2013-2014

## Financial Coordinator

Bachelor of Health Sciences Society, McMaster University

- Managed and allocated \$20,000 in student fees to various clubs, initiatives, and events
- Attended weekly meetings to discuss issues and updates with other committee leaders

2011-2012

## Social Coordinator

Bachelor of Health Sciences Society, McMaster University

- Organized over five large events over the course of a year for over 400 students
- Managed a budget of \$8,000 in student fees for events
- Oversaw and delegated event-related tasks to a committee of over 20 peers

2010-2011

## Captain & Co-Captain

Volleyball Intramurals, McMaster University and University of Toronto

- Captained a Women's 6s team, co-captained a Co-ed 4s and Co-ed 6s team

2008-2013

## First and Second Year Council Member

Bachelor of Health Sciences Society, McMaster University

- Assisted in planning and coordinating events for fellow students

2008-2010

## India Trip Participant

Student International Health Initiative, McMaster University

- Conducted interviews over the span of a month with health care professionals and patients to generate a presentation on healthcare in India
- Facilitated activities in a community center for children with disabilities and speech impediments
- Completed a ten day trek in the Himalayas

2009

## Royal Conservatory Music

Grade 9 Piano Performance level and Grade 2 Rudiments

2005

## Writing Clinic Coordinator

Bachelor of Health Sciences Society, McMaster University

- Coordinated student submissions of essays and assignments to be edited by writing clinic volunteers
- Edited and provided feedback to peers who made submissions to the writing clinic

2010-2012

## Tutor

Health Sciences Outreach Program, Hamilton Hebrew Academy

- Tutored children from grades 1-7 in math, English, and history on a weekly basis

2009-2012

## Therapeutic Recreation Assistant

Toronto Grace Hospital, Toronto

- Assisted in setting up and executing activities for patients (e.g.: socials, puzzles)

2007-2009