

Halyna Maksymova

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Experience:

Development, planning and implementation of complex advertising campaigns, promotion of products and services to the Ukrainian market, development of visual series, graphic design elements, corporate styles.

Development of projects of artistic and technical design of publications of various types.
Effective planning, organization of the design unit's activities to achieve the set tasks and goals.

Expert knowledge:

Utilizing strategic vision, business acumen and artistic talent to deliver high-impact marketing, print and e-commerce projects. Sustained success in managing and implementing a wide range of profitable design projects, from concept to launch. I easily turn business requirements into effective advertising campaigns. I implement cross-functional partnerships to achieve consensus and ensure that projects meet all stages, deadlines and budget requirements. Intuitively adapts to new technologies and innovative processes, ensuring compliance with corporate standards.

Skills:

- Adobe Creative Suite
- Graphic Design
- Figma
- Web Design UI / UX
- Printing, pre-printing processes
- Photo session direction
- Artistic direction
- Team management

Education:

Educational institution:

National Academy of Fine Arts and Architecture (Ukrainian Academy of Arts)

1987-1993

Artist-architect

Years of study:

Specialty:

Languages:

Ukrainian, English

Work experience:

Period:

2008-2025

Organization, field of activity:

LLC "Sandoz dd" (pharmacological company)
manager, leading designer (coordination, adaptation, design of advertising and packaging materials.
Successful introduction of new brands to the Ukrainian market. Support and development of event programs, presentations, etc.)

Position:

Period:

Organization, field of activity:

Position:

Clients:

2007-2008

Organization, field of activity:

LLC "Medix" (publishing house)

art director

magazine "Art of treatment", "Medicines of Ukraine", "Antiaging"

Period:

Organization, field of activity:

Position:

Clients:

2006-2007

Organization, field of activity:

LLC "RA "Palanok" (advertising agency, publishing house)

art director

magazine "Art of treatment", "Medicines of Ukraine", "Pharmac", "Feiser", "Darnytsia"

Period:

Organization, field of activity:

Position:

Clients:

2006-2005

Organization, field of activity:

LLC "Artamedia" (publishing house)

art director

magazine "Guide to a healthy life".

Period:

Organization, field of activity:

Position:

Clients:

2004-2002

Organization, field of activity:

LLC "Avanpost prim" (advertising agency, publishing house)

reproducer designer

"Agromat", Adidas, SV com, SSM, SV GROUP, "Kyiv Champagne Wine Factory",

"Vasyl & Kysil", "Serdolik", "Electrolux", "Koktebel", "Glas Technology", "HEXAL AG"

Period:

Organization, field of activity:

Position:

Clients:

2002-2000

Organization, field of activity:

LLC "RA "Sport-symbol" (advertising agency)

leading designer

Football Federation of Ukraine, Tennis Federation of Ukraine, Basketball Federation of Ukraine,

Federation of Artistic Gymnastics of Ukraine, BC "Kyiv", "Budivelnyk", TM "Olkom", TM "Milk River", TM

"Lukavyltsia", SC "Aquarium", Romance Hall of Volodymyr Zasukhin, "Kreditprombank".

Period:

Organization, field of activity:

Position:

Clients:

1999-1997

Organization, field of activity:

LLC "RA "MediArt Company" (advertising agency)

leading designer

DCC, Alceste Instrument, Honda, Golden Telecom, Adidas, FC "Shakhtar".

Period:

Organization, field of activity:

Position:

1997-1993

Organization, field of activity:

LLC "Fiord" (construction company)

architect