

# Liina Koskaru

VISUAL DESIGNER

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linkedin.com/in/liina-koskaru

## EDUCATION

### Certificate IV in Design (NVQ3 qualification)

The Graphic Design School, remote, 2011

### Bachelor, Landscape Architecture

Estonian University of Life Sciences in Estonia, 2002

## COURSES

- After Effects CC 2021 Essential Training: Motion Graphics, LinkedIn, 2022
- Customer Experience: Service Blueprinting, LinkedIn, 2021
- Design Thinking: Understanding the Process, LinkedIn, 2019
- Front End Web Development, Treehouse, 2015
- Web development fundamentals, including HTML5/CSS3 and Bootstrap, Codecademy, 2015

## SKILLS

### Technical and Design Skills

- Figma
- Sketch
- InVision
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Basics of Adobe After Effects
- Basics of HTML5/CSS3
- Prototyping
- Wireframing

### Language Skills

- English Conversational
- Estonian Fluent

## PERSONAL PROJECTS

### Illustration Projects

2011 - 2012 | Estonia

- Created an illustration for a children's magazine "Täheke"
- Created various surface pattern designs for Spoonflower store

## WORK EXPERIENCE

### Visual Designer for SweepBank, Multitude

November 2020 - September 2022 | Remote

- Designed a new website
- Collaborated with developers to build SweepBank design system with reusable web components
- Created on-brand visual assets for various marketing channels (landing pages, App Store visuals, emails, banner ads, etc.)
- Produced animations for various campaigns
- Created invoice templates
- Maintained branding identity

### UX/UI Designer for Ferratum, Multitude

January 2016 - November 2020 | Tallinn

- Redesigned website with user accounts and profile
- Collaborated with designers and developers to build a design system
- Methods: prototyping, Design Studio workshops for a rapid sketching/wireframing

### Junior Graphic Designer for Ferratum, Multitude

November 2012 - December 2015 | Tallinn

- Produced Ferratum's graphic assets across various channels (Email, Facebook, banner ads, landing pages, etc.) to create a cohesive brand experience
- Designed various print assets (flyer, magazine and Out-of-home advertising, company's annual report, etc.)
- Created infographics
- Designed PowerPoint presentations

### Landscape Design Intern, CMS Design Associates

2009 | London

- Worked on several garden design projects
- Assisted with visual concepts and final designs

### Architectural Modelmaker, Pipers

March 2008 - October 2008 | London

- Produced scale models using 3D printing alongside traditional model making techniques
- Worked closely with the senior model makers on several projects, ranging from the largest urban planning models to the smallest concept and working models

### Customer Service Assistant, Capital Gardens Centre

May 2006 - December 2007 | London

### Landscape Architect Trainee, Sustainable Development and Planning Department

Summer 2001 | Tallinn