Svetlana Chesnokova

Designer

My website: https://chesnokova-s.ru/ My e-mail: chesnokova.svet@gmail.com Languages: Russian (native), English

SUMMARY

- 18 years of design experience in areas: interior design including 3D-modeling and drawings for construction, landscape design, decoration, print design.
- 7 years of UI/UX experience in User Interface / Experience (UI, UX) design with a sharp eye for detail.

SKILLS

- Strong attention to detail and excellent documentation skills.
- Understanding of design principles, typography, use of color, balance, margins, and page layouts with a great eye for detail.
- Passion for design, a positive attitude, and the ability to be highly creative.
- Pedagogical skills in such areas as drawing in graphic programs and hand-drawing, drafting, graphic design, 3D-modeling.
- Design/Wireframe software: Adobe Photoshop, CorelDRAW, ArchiCAD, AutoCAD, Autodesk 3ds Max, Tinkercad, Figma, Pro100, SketchUp.
- Basic knowledge of HTML and CSS.
- Content Management Systems experience: Wordpress, Joomla, Opencart.
- CRM experience: Redmine, Bitrix24.

EXPERIENCE

Freelance / Self-employment

03/2009 - Present

- Working on the interior and landscape designs, ensuring design implementation projects are completed within budget and on schedule for clients.
- Creating print design for advertising materials.
- Designing logos, brand-books and corporate identity of the companies and personalities.
- Designing and developing UI and UX of the websites.

Municipal budgetary institution of additional education "Palace of Children's Creativity": http://ddt-dzr.ru/

Additional education teacher 10/2021 – 7/2022

Developing course program and conducting lessons for classes "Graphic design" and "3D-graphics". Teaching students to work in CorelDraw, Tinkercad, 3D-printing in groups of 12-15 years old.

Travel agency "Serpantin": https://serpantin.su/

Advertising Manager 01/2021 - 05/2021

- Developing advertising campaigns. Creating advertisements for search engines and social media.
- Setting up targeted advertising in Yandex, Google, Vkontakte, Instagram. Developing promotions to attract customers. Budgeting for advertising campaigns.
- Administrating company website, maintaining up-to-date information on the website and social media. Monitoring reviews about the company in Yandex, Google, 2Gis and other services.

- Writing newsletters: text, design, preparation of images. Sending letters and messages throughout the database via email and instant messengers.
- Supporting social media networks: creating content, keeping information up to date, moderating comments and receiving incoming requests, creating images for content.
- Tools: Adobe Photoshop, CorelDRAW.

"Innovation Media Group": https://caviar.global/, https://caviar-phone.ru/

Designer 09/2019 - 04/2020

- Designing custom luxury line of smartphones (Apple iPhone, Apple Watch, Samsung devices) and their accessories according to the individual customer's requirements. Participating in the development of new luxury collections.
- Creating UI/UX design including wireframing and prototyping of the Caviar. Global and Caviar. Phone websites.
- Creating visual content for Caviar. Global and Caviar. Phone websites, and their social media, designing advertising layouts. Developing advertising banners for Yandex and Google, as well as e-mail newsletters.
- Tools: Adobe Photoshop, CorelDRAW, Figma.

"Innovator": https://innovator.one/

Project manager 12/2015 - 02/2017

- Collecting project/product requirements (brand-book specify, marketing strategy, unique properties) and writing requirement specification.
- Designing UI and UX of the websites according to the specified requirements.
- Managing website development projects including creation of technical assignments for programmers, designers, and copywriters. Monitoring the progress of the tasks and ensuring that project deadlines are met.
- Executing projects according to tasks, deliverables and timelines outlined in SOW.
- Tools: Adobe Photoshop.
- CMS: Joomla.

Cafe network "Casparus": https://casparus.ru/

Designer 10/2014 - 10/2015

- Designing advertising layout, menu, outdoor advertising banners etc.
- Cooperating with printing houses and related organizations to produce advertising materials.
- Maintaining up-to-date information on the website and social media. Developing advertising campaigns for promotion on the Internet.
- Passed a training seminar at the Academy of Restaurant Business in Moscow on the topic "Effective promotion of a restaurant".
- Tools: Adobe Photoshop, CorelDRAW.

"Perfectum"

Interior designer 08/2008 - 03/2009

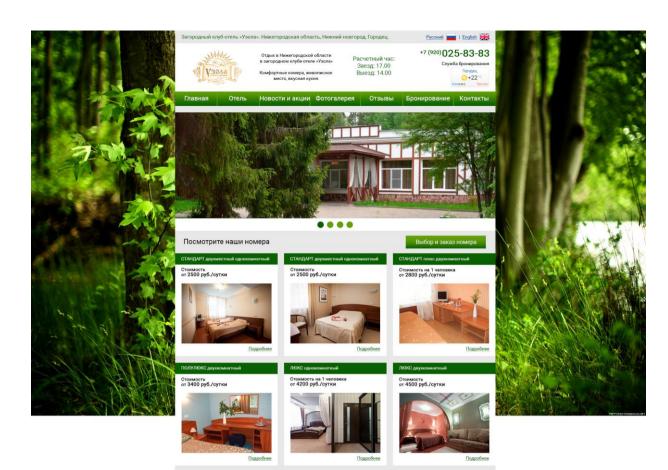
- Developing the interior design. 3D visualization of the interior. Creating construction drawings, developing working projects for construction.
- Tools: ArchiCAD, Autodesk 3ds Max, Adobe Photoshop, CorelDRAW.

"Design-studio "Practika"

Interior designer 10/2005 – 07/2008

- Developing the interior design including 3D visualization of the interior. Creating construction drawings, developing the working projects for construction.
- Tools: ArchiCAD, Autodesk 3ds Max, Adobe Photoshop, CorelDRAW.

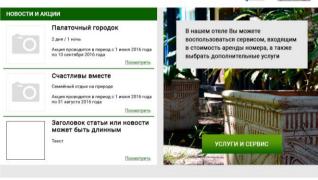
Websites (2016):





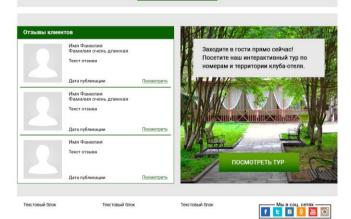




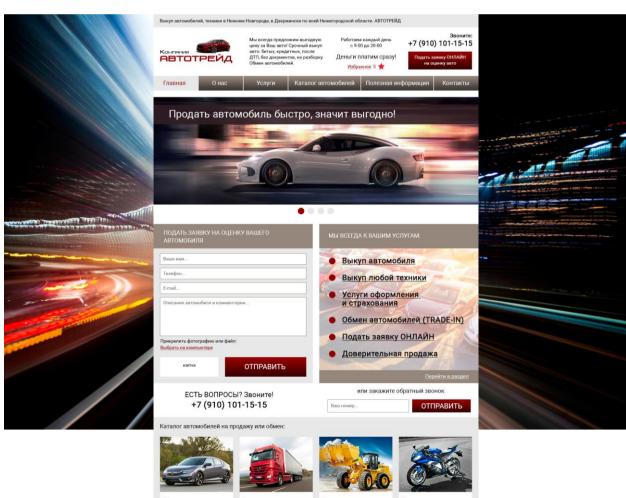


Клуб-отель «Узола» предлагает широкий спектр услуг для проведения активного отдыха! Вас ждут пейнтбол и лазертэг, квадрациклы и снегоходы, минигольф, бильярд, а также детские площадки. Корпоративные клиенты могут воспользоваться тимбилдингом.

АКТИВНЫЙ ОТДЫХ







Stickers and gift certificate for cafe:



Theater posters







Design of hockey uniform for Dzerzhink team, was made in 3 options. One of uniforms:



Design of labels.

Coolant:



Wheat flakes:

