



Natalia Yeromina
Graphic Designer

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Summary:

I'm a Graphic designer with more than 12 years of professional experience in advertising and marketing agencies. I created a variety of products of different complexity and style – from branding to billboards and business cards. I get my inspiration from new tasks, so learning new technologies wouldn't be a problem for me. I started in mathematical modelling, but graphic design became my real calling, while solid technical background helps me easily acquire any new knowledge. Desired positions: Graphic Designer, Creative Artist, Photo Retoucher.

Professional skills:

- working with the entire marketing team to develop visual concepts to communicate idea that inspire, inform, or captivate consumers;
- create company logos and brand books;
- creating layouts and editing leaflets, pamphlets, brochures, posters, internal signage, templates, banners and illustrations along with another visual materials;
- coordinating all administrative aspects of production, including a creation of initial designs and receiving approval;
- checking and receiving approval for color, copy, text, formatting selections; final preparing images for print production;
- designing for a big variety of media including e-mail, online banner ads, social media graphics and ads, lifestyle images;
- photo retouching/editing;
- decorating of promotion events and sale places;
- graphic design of frontages, show-windows, shops (boutiques), branding of public and corporate transport, etc;

Professional knowledge:

- Adobe Photoshop CC
- Adobe Illustrator CC;
- Adobe InDesign CC;
- Corel Draw X7;
- Visual Fortran 7.1.
- Microsoft Windows
- Microsoft Office

Personal skills:

- responsible;
- creative approach to solving any task;
- fast learner;
- communicative;
- initiative and self-motivated;
- team player;
- adhere to deadlines

Experience:

Graphic designer

Magazin StarClub, Florida, USA

2018 to Present

Responsibilities:

- Developed composition and product design for advertisements, brochures, magazines and other advertising media.

Graphic designer

MMS AGENCY Inc, Florida, USA

2018

Responsibilities:

- Graphic design for web banners, web-graphic design.
- Work under the project PlanetSecurityUSA

Graphic designer

Mirskiy Solutions Inc, Florida, USA

2018

Responsibilities:

- Graphic design for desktop applications, web-graphic design, design of icons and backgrounds

Graphic designer, technical designer

Holding "Atlanta", Odessa, Ukraine

2017 to 2018**Responsibilities:**

- Created visual aspects of marketing materials, websites and other media, including infographics.
- Presented designs to customers.
- Prepared final designs for print or presentation;
- Developed composition and product design for advertisements, brochures, magazines and other advertising media

Graphic designer, technical designer

Advertising and production company "INTEGRA" Odessa, Ukraine

2016 to 2017**Responsibilities:**

- Worked with the marketing team to develop product positioning concepts;
- Designed company logos and brand books;
- Re-pressed preparation of layouts for offset, digital and large-format printing. Advised clients on strategies to reach a particular audience.
- Developed concepts, graphics and layouts for product illustrations and company logos.
- Determined size and arrangement of illustrative material, font style and size, prepared rough drafts based on an agreed brief.

Teaching fellow of the Department of Computer-Mathematical Modeling and Web Technologies

DonNU, Faculty of Mathematics and Information Technology, Donetsk, Ukraine

2014 to 2016**Responsibilities:**

- Lecturer in computer graphics, information and coding theory.
- Consultant in Computer-mathematical modeling in modern information technologies

Corporate Graphic designer

Corporation "Novotekhnika" (sale of household appliances and electronics), Ukraine

2012 to 2015**Responsibilities:**

- Design of promotional products, concepts visualization; color correction, layouts.
- Preliminary preparation of layouts for printing offset, digital and widescreen types.
- Interior decoration shops and a full set of promotional products.

Graphic designer

Advertising agency "PiArt", Donetsk, Ukraine

2008 to 2012

- Design of advertising materials for different purpose, including public transport.
- Preliminary preparation of layouts for offset, digital and wide format printing.
- Consultation of clients regarding visualization strategies for reaching a target audience.
- Development concepts, graphics and layouts for product illustrations, company logos.
- Photo retouching/manipulation;
- Decorating of promo events and market places;

Graphic designer

Advertising agency "Aurora", Donetsk, Ukraine

2006 to 2008

- Prepared final designs for print or presentation;
- Developed advertising models, advertising on public transportation.
- Advised clients on strategies for reaching a certain audience.
- Photo retouching/manipulation;
- Dressed promo actions and places of sale;

Education:**Donetsk National University, Ukraine**

Post-graduate student, Faculty of Mathematics and Informational Technology, Mechanics of a deformable solid

2015**Donetsk National University, Ukraine**

Master of Applied Mathematics, Mathematical faculty, Applied Mathematics Specialty

2009