



OLGA VARENNIKAVA

Communication & Graphic Designer

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ABOUT

I've been working in the industry for the past 3 years and I'm very inspired how creative thinking and fresh ideas grab attention and cause a communication to be noticed and understood.

I'm proud to deliver logo designs, brand identities, promotional print and digital materials, web and UI/UX designs to connect businesses with their audience, communicate brands' messages in a memorable way, and to create strong relationships through experience that reinforces the commercial and emotional value of the company.

SKILLS

- Photoshop, Illustrator, InDesign
- HTML5, CSS3, Bootstrap 4
- Responsive web design
- UI/UX design
- Photography
- Typography
- Colour theory
- Design rules & principles

ATTRIBUTES

- Creative, self-motivated & self-driven
- Organized & detail oriented
- Hardworking & responsible
- Eager to learn & improve existing skills
- Have positive & optimistic attitude
- Speak English, French, Russian & Belarussian

WORK EXPERIENCE

GRAPHIC & WEB DESIGNER

Paintshield Technology Corporation March 2015–June 2016

- Designed logo and brand identity, collateral materials, marketing digital and print documents, presentational brochures, and flyers helping to build up the business awareness on the market.
- Oversaw projects designed by the design team assuring the visual identity is consistent and is adherent to the company's branding guidelines.
- Designed and developed the company's website using designated CMS.
- Art directed and designed several social media promotional banners.
- Designed graphics for the web site, blog posts, and promotional documents.
- Created website templates to be customized by company's clients.
- Did photo edits.

GRAPHIC DESIGNER

Privatis Technology Corporation March 2014–June 2016

- Working both independently and closely with the marketing team I was responsible for designing marketing promotional materials for web and print, ensuring that the visual identity follows brand standards.
- Designed a marketing pitch presentation and various infographics in order to present a complex data set in a simplified and visually engaging way to directly reach the core audience.
- Designed social media graphics and web banners using marketing best practices.
- Assisted in UI/UX design for the company's Android application.
- Designed the landing page, email campaigns and social media graphics to help to promote the app.

COMMUNICATION DESIGNER

Freelance June 2013–March 2015

- Designed logos and developed brand identities, helping companies to stand out among competitors.
- Designed brochures, banners, marketing documents, promotional flyers, booklets, eblasts for external clients.
- Consulted with clients to develop graphic pieces in order to meet the communication needs and to connect them with their customers.
- Did UI/UX design for an Android application.
- Designed landing pages.
- Designed responsive website mockups.

EDUCATION

DIPLOMA IN GRAPHIC DESIGN

Visual College of Art and Design 2012–2014

Studied graphic design with a focus on branding and advertising.

BACHELOR DEGREE IN TRANSLATION

Minsk Linguistic University 2003–2008

Studied translation in written and oral form of communication. Major in simultaneous and consecutive interpreting and translation (French and Russian).