Kateryna Kylymnyk
Graphic Designer

👤 Profile

I'm Graphic Designer and AI Specialist from Kyiv, passionate about creating unique and memorable brand identities.

My work includes designing logos, illustrations, digital art, banners, movie posters, and social media content. I continuously explore AI technologies to keep my designs fresh and impactful. I thrive on turning ideas into visually stunning realities that help brands connect with their audiences

💼 Employment History

🎓 Education

Bachelor's degree Business Administration and Management, National Technical University of Ukraine 'Kyiv Polytechnic Institute', Kyiv

September 2020 — June 2024

👥 Internships

Graphic Designer Internship at 1+1 media, Kyiv

July 2023 — December 2023

Graphic Design Intern at 1+1 Media for Kyivstar TV

1. **Learning and Improvement:** actively contributed to the development of advertising materials by creating attractive banners, tickers, posters, and logos for marketing campaigns
2. **Proficiency in Adobe Suite:** demonstrated a high level of skill in Photoshop and Illustrator, and created impressive graphics using Figma
3. **Collaboration with AI technologies:** gained experience in using AI platforms like Midjourney, ChatGPT, integrating them into projects

Manager Intership at NPC UKRENERGO, Kyiv

April 2024 — May 2024

Achievements:

- Successfully supported the completion of key projects, contributing to the overall success of the organization
- Developed and presented insightful reports that helped senior management make informed decisions
- Played a key role in enhancing team collaboration and improving project management processes

Details

Kyiv
Ukraine
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Skills

Adobe Photoshop

Adobe Illustrator

Adobe FireFly

Figma

Midjourney

Leonardo

ChatGPT

Bard

Languages

Ukraine

English

Russian

✿ Courses

Base of design, Creative Practice

September 2023 — October 2024

Base of Ai, Projector Institute

October 2023 — November 2023

Introduction to Midjourney, Edureka

March 2024 — April 2024

⌃ Jobs

Graphic Designer at Superheroes.marketing, Kyiv

February 2023 — March 2023

Role and Responsibilities:

- **Brand development:** created cohesive brand identities, including logos, color schemes, and typography, to ensure a strong visual presence for various clients
- **Design execution:** designed a wide range of marketing materials such as, social media graphics, email templates, and web banners, ensuring alignment with client branding and campaign goals
- **Project Management:** managed multiple design projects simultaneously, meeting tight deadlines while maintaining high-quality standards
- **Collaboration:** worked closely with marketing teams to understand project requirements and translate them into visually compelling designs
- **Innovation:** leveraged AI tools and the latest design software to enhance creativity and efficiency in the design process.

Graphic Designer at 1+1 Media, Paid Television Department, Kyivstar TV, Kyiv

July 2023 — October 2024

Role and Responsibilities:

- **Movie Poster Design:** created compelling and visually striking movie posters to promote a wide variety of films on the Kyivstar TV streaming platform, ensuring each design captures the essence and excitement of the movies
- **Film Collections:** designed thematic collections and featured graphics to enhance the user experience and highlight special film categories
- **Social Media Graphics:** developed engaging and visually appealing graphics for social media channels to promote movies and film collections, ensuring a cohesive and attractive online presence
- **Marketing Campaigns:** collaborated with marketing teams to produce materials that align with campaign goals, boosting viewer engagement and subscription rates

Graphic Designer at xTiles, Ukraine

October 2024

Role and Responsibilities:

- **Social Media Content Creation:** developed high-quality visual assets for various social media platforms, ensuring brand consistency and engagement. Designed eye-catching graphics, carousels, and infographics to enhance audience interaction and strengthen brand identity
- **YouTube Cover Design:** created visually compelling and on-brand YouTube thumbnails and cover images that maximized click-through rates and enhanced the overall aesthetic of the channel.
- **Marketing Campaigns:** collaborated with the marketing team to design promotional materials, advertisements, and digital assets for campaigns, driving audience growth and increasing user retention
- **Blog Graphics & Editorial Design:** designed custom illustrations, feature images, and engaging visuals for blog articles, ensuring content was visually appealing and aligned with brand guidelines
- **Branding & Visual Identity:** maintained and expanded xTiles visual language across all design assets, ensuring a cohesive look and feel across different digital platforms
- **Creative Strategy & Trend Research:** researched design trends and competitor strategies to implement fresh, innovative ideas that elevated brand perception and improved audience engagement.