



# GRAPHIC DESIGNER

Volodymyr Horbovyi

- Ukraine
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I'm passionate about things that help people be more productive, creative, and imaginative.

## WORK EXPERIENCE

### SoftServe

Visual Designer Intermediate

- Key Responsibilities:**

As a Visual Designer Intermediate at SoftServe, I play a pivotal role in enhancing visual communication and user experience through innovative design solutions. My responsibilities include creating visually compelling graphics for various digital platforms, collaborating with cross-functional teams to develop and implement design strategies, and ensuring brand consistency across all projects. By staying abreast of design trends and optimizing processes, I have contributed to reducing project turnaround times, resulting in significant cost savings and increased efficiency within the organization.
- Significant Projects and Initiatives:**

At SoftServe, I worked on a major marketing campaign within the Financial Services and Insurance (FSI) domain, creating visually impactful graphics that drove notable increases in lead generation. My visual expertise is showcased through various design tasks, including creating Figma landing pages and demo prototypes for AI assistants. Furthermore, I have developed client-focused presentation designs, ensuring alignment with brand style and enhancing overall communication effectiveness.

### Intellias

Graphic Designer

- Key Responsibilities:**

As a Graphic Designer at Intellias, I was responsible for developing and executing creative design solutions for various marketing and branding initiatives. My work involved creating visually appealing graphics for digital and print media, collaborating with marketing and product teams to ensure cohesive visual communication, and maintaining brand consistency. Through my efforts, I streamlined design processes, leading to improved project efficiency and cost savings for the organization.
- Significant Projects and Initiatives:**

During my tenure at Intellias, I played a crucial role in the rebranding of the company's visual identity. Utilizing tools like Adobe Illustrator and Photoshop, I redesigned the company's marketing materials, which resulted in a more modern and cohesive brand image. My ability to combine creative design with strategic goals significantly enhanced the company's marketing efforts.

## EDUCATION

### NTU "Kharkiv Polytechnic Institute"

Bachelor's degree in Geometric Modeling and Graphic Information Technology

### NULESU «Berezhany Agrotechnical Institute»

Associate's degree in Maintenance of Computer Systems and Networks

## LANGUAGES

English

Intermediate Strong

Ukrainian

Fluent