



INA GROZEVA

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OBJECTIVE

Seeking to increase sales and improve efficiency as a designer in a collaborative, creative environment through easy to understand data visualization, eye catching information graphics, and effective layout design.

EDUCATION

Bachelor of Science in Visual Communications

Ohio University | Athens, OH
Aug. 2010 - May 2014

Minor: History

SKILLS

INDESIGN

PHOTOSHOP

ILLUSTRATOR

HTML/CSS

GITHUB/GIT

JAVASCRIPT/JQUERY

DIGITAL PUBLISHING SUITE

WORDPRESS

SMARTSHEET

CONSTANT CONTACT

MICROSOFT OFFICE

EXPERIENCE

Enrollment Design Manager

Insurance Applications Group | Greenville, SC | July 2015 - Present

- Promoted to Design Manager within 13 months due to excellent organizational skills
- Designed and managed custom forms and marketing pieces for 1,500+ clients
- Designed and coded landing pages to educate employees and to increase enrollment
- Led a team in the creation of enrollment materials and management of printing costs
- Initiated programs intended to reduce printing waste and cut printing costs by 70%
- Partnered with print vendor to organize a database of clients and to streamline ordering process

Marketing Designer

Insurance Applications Group | Greenville, SC | June 2014 - July 2015

- Collaborated with Art Director to create sales materials that helped bring on 250+ clients
- Implemented environmentally conscientious design to help reduce printing costs
- Developed internal communication pieces in order to improve productivity and efficiency
- Organized a server to ease collaboration and decrease errors between departments

Graphic Designer

Kennedy Museum of Art | Athens, OH | Aug. 2013 - May 2014

- Led the development of marketing materials for the Education Coordinators at the Museum
- Created and sent weekly emails to Museum subscribers to bring in visitors
- Designed and led a craft project each biannual Family Day with local children

Web Designer/Assistant

Athens Foundation | Athens, OH | May 2013 - Aug. 2013

- Developed all marketing collateral for fundraiser which raised \$75,000 for local food banks
- Designed website and promotional materials

FREELANCE DESIGN

Web Design Online Course

CodeAcademy Ready | September 2016 - October 2016

- Developed a familiarity with several computer languages including SASS and JavaScript

Freelance Graphic Designer

Greenville Lawn Care Service | Greenville, SC | October 2015 - Present

- Designed yard signs and flyers for local lawn care business

Freelance Graphic Designer

Plumbing by Paul | Greenville, SC | March 2015 - Present

- Created logo for start-up plumbing company
- Designed marketing materials for company

Freelance Graphic Designer

Double I Sweets | Cleveland, OH | June 2014 - January 2015

- Created logo for bakery based in Cleveland, OH
- Designed menu of products for owners