



Ksenia Nivorozhkina

Graphic & Web Designer

WORK EXPERIENCE

Boston, MA

Jul '11 - Present

Merchant Warehouse

Graphic Designer / Traffic Manager

- Research, sketch, develop, and present original ideas for in-house projects for partner, agent direct, affiliate, and sales channels
- Referencing corporate styleguide, create unique design layouts for print collateral, banner ads, direct mail materials, corporate website wireframe development and redesign
- Create, maintain, and update marketing traffic schedule across all channels; conduct weekly traffic meetings and manage jobs in Proworkflow system
- Coordinate with printers, distributors, and manufacturers on production of jobs based on budgets and deadlines
- Collaborate with creative staffing agency Creative Circle to review and hire candidates for freelance web, copywriting, and front-end development projects

Woburn, MA

Dec '08 - Dec '10

Best Bath Store

Creative Director & Chief Marketing Officer

- Initiate and execute rebranding of company image including website, product packaging, product photography, integrated advertising campaigns
- Responsible for innovative project planning, development, completion, and implementation for print, outdoor, and online media within deadline and budget requirements
- Develop and translate marketing objectives into creative strategies, promoting brand continuity across media to ensure company growth and increase market share
- Oversee online advertising and marketing activity through Google Affiliate Network
- Manage strategic, operational, and administrative functions

Woburn, MA

Apr '09 - Dec '10

Gomvents

Graphic & Web Designer / Project Manager

- Communicate directly with clients regarding project overviews, requirements, deadlines
- Research, plan, develop, and actualize web elements and websites
- Execute design process from concept to completion: wireframe, basic structure, user interface design, full website layout design, text and image optimization for the web
- Serve as project manager to direct design and facilitate project development through daily correspondence in Russian with a team of programmers based abroad

INTERNSHIPS / FREELANCE

Boston, MA

Jun '02 - Present

Freelance

Graphic Designer / Web Designer / Photo Retoucher

Boston, MA

Jan - May '08

Puma North America

Marketing Intern

London, UK

Jul - Aug '07

Albion London

Graphic Design Intern

SKILLS

Fluent in Mac, PC platforms / MS Office / Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat / Digital Photography, Drawing, Painting / HTML, CSS

Fluent in English, Russian / Proficient in French

EDUCATION

Boston, MA

Sep '04 - Jul '08

Boston University

College of Fine Arts, B.F.A. Graphic Design
College of Communication, B.S. Advertising
Graduated Magna Cum Laude