

# OLHA LOBACHOVA

WEB  
DESIGNER

## HELLO!

My name is Olya, and i have been working in design for over three years.  
I have primarily focused on creating digital advertising creatives as well as developing landing pages.  
I believe in simple and user-friendly design that helps meet any needs.



## ADUCATION

### 2016-2020:

KYIV NATIONAL  
UNIVERSITY OF TRADE  
AND ECONOMICS

- Journalism

### 2023-2024:

GENIUS SPACE  
COURSER

- Web design
- Webflow
- UX/UI designer

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## WORK EXPERIENCE

### SALES AND GM ASSISTANT 2018-2022 AVON COSMETICS UKRAINE

In this position, i was responsible for organizing business trips, which included booking train and flight tickets, transfers, and hotels. I also handled documentation, including preparing orders, reports, statements, and budgets. Additionally, i organized events for 20+ people, managing the event budget, communicating with the agency, and briefing the agency. i also managed the executive's daily schedule, including maintaining the calendar and overseeing daily tasks.

### WEB DESIGNER 2022-2025 AVON COSMETICS UKRAINE

In this position, i was responsible for the design of the main page of the client's website my.avon.ua. My key responsibilities included the following: preparing banners for the homepage and category pages, creating advertising creatives for digital campaigns (occasionally for printed outdoor advertising and flyers).  
Additionally, my responsibilities covered website optimization and adjustments, including landing page creation to support new product launches (website layout was also part of my duties), blog article formatting, and designing & coding emails for customers in e-sputnik. I was also responsible for the full monthly content update of the website according to the provided brief.

