

Oleksandr Pyets *UX Designer*

📍 Mississauga, Ontario

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🔗 <https://bit.ly/3M19VIB>

Professional Experience

01/2021 – present
Mississauga

Marketer, Graphic Designer, Social Media Manager, JEM Cleaning

- Developed marketing content such as promotional materials and advertisements for social media like Facebook and Google.
- Created informative, entertaining and engaging content to catch attention of potential customers and increased Instagram engagement by 1577%.
- Managed the company's social media accounts, gathering leads, raising brand awareness, and increasing the number of followers across all platforms by 46% over two months.
- Used Photoshop to create lawn signs, merchandise, logo and social media ads.
- Redesigned the company's website to manufacture branding more unified across platforms.

01/2020 – 03/2020
Etobicoke

Graphic Designer, Mr.Printer

- Developed creative design for print materials, brochures, banners and signs.
- Met with customers and coworkers to present mockups and collect information for adjustments.
- Coordinated with printers to ensure final product matched customer specifications.
- Monitored customer feedback to improve designs for future projects.
- Met deadlines for all assigned projects.
- Received positive feedback from customers for creative design work.

Education

06/2025
Mississauga

Bachelor of Commerce in Marketing, University of Toronto

06/2021
Etobicoke

High School Diploma, Father John Redmond Catholic Secondary School

Skills

Tools

Figma, XD, Photoshop, Premier Pro, Lightroom
Sony Vegas, HTML & CSS

Skills

Visual Design, User Experience Design (UX), User Research, Industry Trends, Sketching, Wireframing, Ukrainian and Russian