

RINA SEMENOV

Graphic Designer

SUMMARY

Experienced graphic designer specializing in web, print, branding, digital design, digital marketing, and photography.

WORK EXPERIENCE

Graphic Designer/ Digital Marketing Designer

Thermal Hydra Plastics, 2020— present

- Created designs that are on-brand for the company and distributors: banners, flyers, brochures, email newsletters on mailChimp
- Collaborated with marketing, engineering, and sales teams to deliver creative for product launches and campaigns
- Redesigned company's website that increased traffic and distributors' leads
- Designed and scheduled social media graphics, managed Facebook ads, Google ads, Google Analytics
- Conducted market research and analysis of competitive products to deliver effective and high quality designs
- Managed and coordinated multiple design projects simultaneously under tight deadlines

Graphic Designer

Pedag USA, 2018 — 2020

- Designed a new eCommerce website
- Created and maintained content in BigCommerce
- Responsible for creating packaging design, product photography, and image processing
- Created web banners, ads, and newsletters

Freelance Graphic Designer/ Photographer

2014 – 2018

- Designed graphics, flyers, ads for clients
- Portrait and product photography

Visual Designer

Visible.net, 2013 — 2014

- Designed eCommerce website mockups
- Used CSS to create interactive web components
- Created logos and graphics for clients
- Produced graphics and layouts for social media

CONTACT

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SKILLS

Photoshop
Illustrator
InDesign
Layout Design
Canva
Branding & Identity
Figma
Visual Design
Typography
Visual hierarchy
Video Editing
Photography
Basic HTML/CSS

EDUCATION

AAS, Multimedia Design and Production

Lake Washington Institute of Technology
Kirkland, WA

BA, Linguistics and Foreign Languages

Kazan State University, Russia

Google UX Design Course

Coursera

UX Design Course Certificate

Interaction Design Foundation