

# OLGA BANNOVA

## Senior Visual Designer/Art Director

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Portfolio: [behance.net/obannovab18d](https://behance.net/obannovab18d)

More work examples: [issuu.com/olgabannova](https://issuu.com/olgabannova)

[Insights Magazine](#) [Floral Online Shop](#)

**Skills:** Graphic Design · Print Design  
Typography · Editorial Design · UX Design  
Responsive Web Design · Color Theory · Print  
Process · Digital Marketing and Social Media  
Assets · Prototyping · Brand Strategy  
Presentation Design · Video Editing  
Animation · User-centered Design Principles  
Accessibility Standards and Inclusive  
Design Practices

**Software Proficiency:** Adobe Creative Suite  
(Photoshop, Illustrator, InDesign, Premiere,  
After Effects, XD) · Sketch · Figma · MS  
PowerPoint · MS Office · Keynote · WorkFront  
Jira · HTML/CSS (Basic) · Generative AI tools

**Language Skills:** Advanced English  
Fluent Ukrainian · Fluent Russian  
Conversational Polish

**Additional Skills: Soft Skills:** Team Leadership  
Art Direction · Project Management  
Multitasking · Collaboration with  
Multidisciplinary Teams · Time Management  
Creativity · Innovation Conceptual Thinking  
Meeting Deadlines · Attention to Details  
Excellent Verbal and Written Communication

**Artistic Skills:** Photography · Painting and  
Drawing · Bookbinding · Silk-Screening

## SUMMARY

Senior Graphic/Visual/Web Designer and Art Director with 10+ years' experience in both freelance and corporate environments. Skilled in all design aspects, from creating corporate branding guidelines to crafting unique websites and designing print materials. Expertise in UI/UX design, responsive web design, brand strategy, and marketing design with notable projects such as redesigning WebMD.com and global brands like Houghton Mifflin Harcourt, Victoria's Secret, and Apple (via Hogarth Worldwide).

## EDUCATION

### School of Visual Arts

New York, NY

Bachelor of Fine Arts, Graphic Design major

**Rutgers University**, NJ. Graduate Certificate: Mini MBA Brand Development & Marketing Communications. Certificate. May, 2024

## WORK HISTORY

2006 – Present

### Freelance Senior Graphic/Visual/Web Designer/ Art Director

Self Employed, New York, NY, USA; Kyiv, Ukraine

**Clients:** Houghton Mifflin Harcourt, Cleonics, Concentric Health Experience, Bloom, Hoppify, Legiteam, Hexa, Flowerful Events, Custom Spa and Cosmetics, LNK Energy, RuCarp, FlatLux, 321 Takeoff, ENK International, the Wondefactory, Print Facility.

#### Responsibilities:

- Developed corporate branding guidelines, boosting client sales and market presence
- Crafted engaging websites (including e-commerce) from inception to launch, enhancing user engagement and conversion rates
- Designed UI for desktop and mobile devices, ensuring optimal user experience
- Produced diverse marketing collateral including web banners, social media posts, fliers, posters, and presentations
- Managed websites by utilizing different CMS systems
- Collaborated on redesign projects for prominent websites like WebMD, Martha Stewart Living and Huffington Post
- Acquired proficiency in digital and offset print processes, optimizing print design output.

06/2019 – 04/2022

**Senior Graphic Designer**

Astound Commerce, New York, NY, USA

**Responsibilities:**

- Enhanced Astound's global brand image through consistent and visually compelling design solutions
- Conceptualized and art-directed print and digital media marketing campaigns (e-books, reports, banners, booklets, event posters, roll-ups, landing pages, banners, social media posts, and emails) generating significant lead acquisition
- Led the creation of a company magazine from inception to completion, ensuring brand alignment
- Achieved substantial enhancements to the corporate website by generating digital assets and revamping multiple pages, notably the homepage. Spearheaded the redesign of the career site, crafting wireframes and high-fidelity pages in collaboration with the Creative Director, leveraging expertise in UX design
- Initiated and participated in a branding refresh, maintaining visual consistency across all touch-points.

08/2018 – 09/2018

02/2019 – 03/2019

**Freelance Production Artist (Contract)**

Apple, Inc via Hogarth Worldwide, Sunnyvale, CA, US

**Responsibilities:**

- Executed precise localization of print, web, and marketing designs for Apple's international markets.

11/2018 – 01/2019

**Freelance Senior Web Designer (Contract)**

Victoria's Secret (Beauty), New York, NY, USA

**Responsibilities:**

- Spearheaded the creation of dynamic web layouts for Victoria's Secret Beauty e-commerce site, driving visibility for new product launches and holiday promotions during peak seasons in a fast-paced environment
- Aligned digital content with sales strategy through active participation in meetings and briefings with Merchants, ensuring essential product features were prominently showcased on the Victoria's Secret Beauty website
- Collaborated closely with the Creative Director on an Art-Director-level project for a new fragrance launch, leading concept development for photo-shoots and providing design direction for web pages inspired by fragrance packaging.

01/2016 – 04/2018

**Senior Web Designer/Team Leader/Art Director**

Hexa LLC, Kyiv, Ukraine

**Responsibilities:**

- Managed projects for a team of 5-7 designers, elevating work quality, project efficiency and to what extent projects adhered to the provided brief and stakeholder's requirements
- Achieved successful completion of web design projects by providing art direction throughout the entire process, ensuring alignment with client objectives, implementing top UX and web design standards, and fostering the creative development of designers by granting them some creative autonomy
- Facilitated design meetings and organized UX lectures to foster team growth and collaboration
- Oversaw the creation of multiple websites, coordinating design and development efforts
- Art-directed a project involving the creation of four websites for golf trip packages, collaborating closely with clients and company leadership to deliver innovative design solutions on time and within scope

05/2014 – 01/2016

**Web/Graphic Designer**

Creatio (ex Bpm'online), Boston, MA, USA; Kyiv, Ukraine

**Responsibilities:**

- Enhanced social media campaign effectiveness by designing captivating landing pages, emails, and animated web banners
- Collaborated on internal website redesign to optimize user experience and visual appeal.
- Contributed to product team success by creating intuitive UI/UX designs and prototypes for the website and CRM application
- Amplified marketing efforts and user engagement through the creation, animation, and editing of software advertisements and review videos using Adobe Illustrator, After Effects, and Adobe Premiere
- Streamlined presentation development process by producing compelling content in PowerPoint and InDesign
- Led the creation of persuasive pitch campaign concepts and designs, including innovative themed poster collection and an 80-page book highlighting company strengths, leading to the acquisition of new clients
- Thrived in an Agile environment, adapting quickly to project requirements and deadlines.

08, 2010 – 04, 2014

**Senior Graphic Designer**

Rocket Baits & Tackle (Proinvestkom), Kyiv, Ukraine

**Responsibilities:**

- Crafted initial corporate visual identity and brand strategy for the leading retail company in Sport Carp Fishing in Ukraine, boosting brand recognition and sales
- Designed eye-catching packaging that distinguished products from competitors, leading to increased customer attraction and sales
- Conceptualized branding materials for competitions and sport fishing events, including marketing materials and awards
- Modernized the e-commerce website, overseeing front end development
- Produced print ads and article layouts for a specialized Sport Fishing magazine, enhancing brand visibility and market presence
- Designed visually compelling trade show displays to attract attendees and promote products effectively
- Conducted product photography for website, catalogs, and advertisements, ensuring high-quality visual representation.

## CONTINUING EDUCATION

20204 – in progress

**Blender 3D**

Udemy, *online*

2024 – in progress

**Psychology Driven UX/UI/Web Design**

Udemy, *online*

2019 – 2020

**FIT Fashion Institute of Technology Beauty Industry Essentials**

Yellowbrick, *online*

2018 – 2019

**Experiencing Brands Through Interaction Design**

The School of Visual Arts,

New York, NY

2016

**Time Management for Managers**

Bogush Time

Kyiv, Ukraine

2015

**Principles of UX Design**

Bpm'online (now Creatio)

Kyiv, Ukraine.

2014

**Deepdive into Agile and Scrum**

Bpm'online (now Creatio)

Kyiv, Ukraine,

2012

**Oil Painting**

Small private painting school

Kyiv, Ukraine

2011

**Product Photography**

Kyiv School of Photography

Kyiv, Ukraine