

OLGA BANNOVA

Senior Graphic/Visual Designer/Art Director

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SUMMARY

Innovative Senior Graphic Designer with 15+ years of experience in freelance and corporate environments. Proficient in all design aspects, from corporate branding guidelines to unique websites and print materials. Expertise in UI/UX design, responsive web design, brand strategy, and marketing design, with notable projects including the redesign of WebMD.com and work for global brands such as Houghton Mifflin Harcourt, Victoria's Secret, and Apple (via Hogarth Worldwide). Collaborative team player, team leader and proactive self-starter. Detail-oriented and thrives in fast-paced environments, managing multiple projects simultaneously.

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

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) · WordPress · AI tools.

Language Skills: Advanced English

Fluent Ukrainian · Fluent Russian

Conversational Polish.

Additional Skills: Art Direction · Team

Leadership · 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

Drawing · Bookbinding · Silk-Screening.

WORK HISTORY

11/2022 – Present

Freelance Senior Graphic/Visual/Web Designer/ Art Director

Self Employed, New York, NY, USA

Some clients: First Vulcun, AIR (American Institutes for Research), HMM, David Monn, Cleonics.

Responsibilities:

- Conceptualized and designed websites and applications from start to finish, created design systems. flow charts and site maps.
- Developed and assembled brand-pitch and sales presentations, social media banners.
- Led brand redesign efforts, creating essential educational and marketing materials such as e-books, fliers, and brochures.

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, an important marketing asset, from inception to completion, ensuring brand alignment, and visual engagement with content
- Achieved substantial enhancements to the corporate website by generating digital assets and revamping multiple pages, notably the homepage and redesign of Career Section.
- Spearheaded the redesign of the career site, crafting wire frames and high-fidelity pages in collaboration with the Creative Director, leveraging expertise in UX design.
- Initiated and participated in a branding refresh, promoting and 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.

01/2007 – 06/2019

Freelance Senior Graphic/Visual/Web Designer, Art Director
Self-Employed, New York, NY; Kyiv, Ukraine

Clients: Concentric Health Experience, Bloom, Hoppify, Legiteam, Hexa, Flowerful Events, Custom Spa and Cosmetics, LNK Energy, RuCarp, FlatLux, 321 Takeoff, ENK International.

- Spearheaded the development of corporate branding guidelines, elevating client sales and market presence
- Designed application and website UI for both desktop and mobile platforms.
- Created various marketing materials, including web banners, printed fliers, posters, brochures, and presentations
- Managed web development projects, ensuring timely updates and content management system utilization.

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
- 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, static and animated web banners
- Collaborated on internal website redesign to optimize user experience and visual appeal.
- Contributed to product team success by creating intuitive UX/UI, designs and prototypes for the website and CRM application
- Amplified marketing efforts and user engagement through creating, animating, and editing software advertisements and educational videos
- 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
- Conceptualized and designed eye-catching packaging that distinguished products from competitors, leading to increased customer attraction and sales
- Created branding materials for competitions and sport fishing events, including marketing materials and awards design.
- 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 which attracted many attendees, effectively promoted the company and its products and drove sales.
- Produced product photography for the website, catalogs, and advertisements, ensuring high-quality visual representation.

06/2005–11/2006

Junior Graphic Designer

The Wonderfactory, New York, NY

Responsibilities:

- Worked under Art Directors on WebMD and Huffington Post redesign. Created concept designs for pitches for Huffington Post, Vongo and Martha Stewart websites.

CONTINUING EDUCATION

In progress | **Blender 3D**

Udemy, online

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