

SHUBINASVETLANA

GRAPHIC DESIGNER • WWW.SVETLANASHUBINA.COM • S.E.SHUBINA@GMAIL.COM • 510.220.64.27

EXPERIENCE

Freelance Graphic Designer January 2025–present

- Created marketing assets and event visuals, including 14 posters, 4 banners, backdrop, Zoom background, and other promotional campaign collateral, ensuring alignment with brand identity.
- Designed 2 newsletters for marketing campaigns, incorporating client-provided materials and adhering to brand guidelines.
- Developed 6+ unique and professional logo designs.

Worked with: Solano Community Foundation, Boys & Girls Club, Women's Center of Greater Lansing

Graphic Design Intern BestLogic Staffing (January–May 2024)

- Produced social media posts and online content using Adobe Photoshop, InDesign, and After Effects, capturing attention and engagement.
- Collaborated with the team and presented creative work to marketing and management teams for feedback and approval.
- Developed print and digital materials including brochures, flyers, branded merchandise, advertisements, catalogs, banners, and digital assets.

Marketing Manager Paragon Software Group (2009–2012)

Junior Marketing Manager O.K.N.A. Marketing (2007–2009)

SELECTED PROJECTS

Promotional Materials [Live Solano Give Solano campaign](#)

- Designed a logo for the campaign and created promotional materials for the event, including print and digital posters, backdrop, and photo frame.
- Collaborated with the Chief Development Officer and Development Program Manager to discuss concepts, gather feedback, and obtain final approval.

Visual System [DisArmed Exhibition](#)

- Developed a creative brief including positioning, target audience, and project deliverables.
- Gathered inspiration and created mood boards; conceptualized and developed a cohesive visual system for the exhibition, including color palette, typography, imagery, and graphic elements.
- Designed exhibition catalog (print and digital), website layouts, posters, and banners, ensuring brand consistency. Created short promotional video.

Versatile Graphic Designer crafting impactful print and digital marketing materials.

KEY SKILLS

Graphic Design

- Print materials
- Marketing collateral
- Branding
- Visual identity
- Presentations
- Digital content
- Storytelling
- Motion graphics

Technical Tools

- Adobe Creative Suite: InDesign, Photoshop, Illustrator, Adobe Express, After Effects, Premiere Pro, Acrobat
- AI tools: Adobe Firefly, DALL·E, Midjourney
- Google Workspace
- Microsoft Office: Word, Excel, PowerPoint, Outlook
- Canva

EDUCATION

Master of Arts in Graphic Design & Digital Media

Academy of Art University
San Francisco, California
(2022–2024)

Bachelor of Arts in Marketing

Moscow State Aviation Technological University
(2002–2007)

Graphic Design/Digital Illustration Certificate

Mission College
(2019–2020)