

# SHUBINASVETLANA

GRAPHIC DESIGNER • [PORTFOLIO](#) • S.E.SHUBINA@GMAIL.COM • 510.220.64.27

*Versatile Graphic Designer crafting impactful print and digital marketing materials.*

## AWARDS & RECOGNITION

*2025 GDUSA Design Awards Showcase*

## EXPERIENCE

### **Freelance Graphic Designer** January 2025–present

- Supporting small businesses and nonprofits by creating impactful marketing materials that strengthen their brand and recognition.
- Designing production-ready visual assets, including posters, banners, backdrops, Zoom backgrounds, catalogs, newsletters, and other print and digital event materials, ensuring high quality and brand consistency.
- Creating unique, professional logos that reflect each client's corporate identity and vision.

### **Graphic Design Intern** BestLogic Staffing (January–March 2024)

- Developed print and digital materials, including brochures, flyers, branded merchandise, advertisements, catalogs, online banners, social media content, and digital graphics, ensuring adherence to brand standards.
- Led project team, guiding the creative process and presenting concepts to marketing and management stakeholders, ensuring alignment, incorporating feedback, and driving projects through to approval and completion.

### **Marketing Manager** Paragon Software Group (2009–2012)

- Managed marketing needs for supporting products across several mobile platforms, ensuring an up-to-date presence on platforms, at promotional events, and more.
- Collaborated with designers and developers to determine marketing needs for the products.

## 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)

## KEY SKILLS

### **Graphic Design**

- Print design
- Marketing collateral
- Branding
- Visual identity
- Page layout
- Typography
- Digital content
- Storytelling
- Motion design

### **Technical Skills**

- Adobe Creative Suite:  
InDesign, Photoshop, Illustrator,  
Adobe Express, After Effects,  
Acrobat
- Google Workspace
- Microsoft Office:  
Word, Excel, PowerPoint, Outlook
- Canva, CapCut

### **Soft skills**

- Detail-oriented
- Problem solver
- Collaborative
- Organized
- Creative
- Time management
- Self-motivated
- Curious

### **Graphic Design/Digital Illustration Certificate**

Mission College  
(2019–2020)