

# SHUBINASVETLANA

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## EXPERIENCE

### Graphic Design Intern BestLogic Staffing (2024)

- Created social media posts and reels using Adobe Photoshop, InDesign, and After Effects. Designed website banners for articles with Adobe InDesign.
- Presented creative work to marketing and general managers for feedback and approval. Developed marketing materials such as brochures, flyers, merchandise designs, and banners.

### Graphic Designer Boys & Girls Clubs of Menifee Valley (2020)

- Designed newsletters, redesigned the newsletter banner, and incorporated client-provided content and images using InDesign for layout.

### Marketing Manager Paragon Software Group (2009-2012)

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

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## ACADEMIC PROJECTS

### Graphic Design & Branding Mary Kay Rebrand Concept

- Researched the brand's history, identified key values, and developed target personas. Analyzed competitors and created a mission statement to help drive business growth.
- Designed a new logo in Adobe Illustrator, refining it through three rounds of sketches. Created a Brand Standards Guide outlining color palette, typography, and logo usage.
- Identified opportunities for brand expansion and showcased them on the redesigned website.

### Visual System DisArmed Exhibition

- Developed a creative brief outlining positioning, target audience, project details, and deliverables.
- Created mood boards and a visual system for the exhibition, including colors, typography, imagery, and graphic elements.
- Designed the exhibition catalog (digital and print), website page layout, posters, and banners, all aligned with the established visual system.

### Print Design Type Specimen Promotion

- Designed promotional materials for the launch of the Brother 1816 typeface for a type foundry.
- Developed a creative brief and mood boards, sketched layout concepts, and created a promotional sketchbook for designers using Adobe InDesign.

## EDUCATION

### Master of Arts in Graphic Design & Digital Media

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

*Courses: Typography, Visual Thinking, The Nature of Identity, Motion Graphics and Video, Digital Design Studio, Graphic Design History*

### Bachelor of Arts in Marketing

Moscow State Aviation  
Technological University

### Graphic Design/Digital Illustration Certificate

Mission College

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## KEY SKILLS

### Graphic Design

Branding, visual identity system, brand guidelines, logo design, editorial design, layout, typography, concept development, motion graphics, marketing

### Technical Tools

Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, Acrobat), Microsoft 365 Suite (Word, PowerPoint, Excel)

### Languages

English & Russian

### Interpersonal Strengths

Highly organized, team player, detail-oriented, critical thinker, time management, proactive problem solver