

# Покутна Олена

## ДИЗАЙНЕР (ВЕБ), 20 000 ГРН.

🔄 14 березня 2023 📍 Місто: [Київ](#)

Вік: 28 років

Режим роботи: повний робочий день

Категорії: IT, WEB фахівці, Дизайн, творчість

✓ Перебуваю в шлюбі    ✓ Є діти    ✓ Готова до відряджень

[Увійдіть](#) або [зареєструйтеся](#) на сайті як роботодавець, щоб бачити контактну інформацію.

### Опис

[www.behance.net/helen\\_pokutna](http://www.behance.net/helen_pokutna)

### PROFILE

My goal is to find a job that will satisfy me not only financially, but also morally, which will help me develop as a specialist.

I'm ambitious, creative, goal-oriented, fair, responsible, attentive, I will always come to the rescue and not let you down in a difficult moment.

I will gladly do a technical assignment for you

### WORK EXPERIENCE

Feb 2020 - May 2022

#### SMM manager

freelance, Kyiv

SMM for small and medium-sized businesses(SME) Attracting potential customers  
Content management, preparation and support Advertising campaigns management

R&D for business strategies

Unique video and photo content creating for different markets, it`s installation and processing Competitors analysis and target audience definition

SMM content making plan

Analysis of the effectiveness of the work done

Advertisers research and full support for advertising integration in the blog

Creating a visual in the blog

Checklists, guides and manuals creation

#### UI/UX designer

freelance

Oct 2022 - Present

I have the basics of composition

Concepts development and references selection for customers Making presentations

Creation of icons, illustrations, logos

Target audience and competitors research

Creating a design system

Selection of corporate fonts and colors for the brand



User interfaces prototyping  
Formation and support of the project artistic style  
Development of new visual solutions due to the modern trends  
Product target audience analysis  
Applications and websites interface improvement  
Interaction with web developers and marketers  
Documentation preparation for transfer of the project to layout  
Visual solutions adaptation for different devices  
Advertising creatives, banners and presentations development  
Tracking trends in web design and layout  
Confident possession of Adobe Photoshop, Adobe Illustrator, Figma, Corel Draw, Tilda, Webflow

## **EDUCATION AND QUALIFICATIONS**

Sep 2014 - Jul 2018

### **Bachelor**

National Academy of internal Affairs, Kyiv

Faculty of Psychology

## **COURSES**

Oct 2020 - Dec 2020

### **SMM**

Ukrainian-Polish high school Central European University

Filed of study:

marketing professional qualification: copywriting

targeting

SMM

stories-making bloggers managing

Feb 2021 - Jun 2021

### **SMM**

school of Elina Chebotareva

SMM manager

stories-making

mobile animation content making

info product design

Feb 2022 - May 2022

### **Graphic design course**

basics brand strategies

work with the client for result

legal side of design

briefing, brand analysis

development of the logobook and guideline logo creation and quality presentation creating a concept prepress preparation,

print support and layouts of corporate style

Sep 2022 - Dec 2022

### **Wed design**

Makarenko school

Oct 2022 - Feb 2023

**UI/UX Design**

Shendrikov Education

UX design

GUI Design

Typography

Mar 2023 - Present

**WebFlow Course**