Покутна Олена



ДИЗАЙНЕР (ВЕБ), 20 000 ГРН.

14 березня 2023 Місто: Київ

Вік: 30 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

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