

SUMMARY: A designer with an exceptional combination of creative and project management skills; solid understanding of what it takes to complete projects in a fast-paced environment is looking for an opportunity to contribute her talent and experience.



TANYA KORNIKOVA
GRAPHIC DESIGNER

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Work samples and excellent references available upon request.

PROFESSIONAL EXPERIENCE

R&D Web Designer, goumikids.com, 2021 – 2022

- Concepted, designed, and managed e-commerce side of business: Shopify, Amazon, Target, Social Media. Redesigned brand storefront and category pages, updated product photography, and added enhanced content with a focus on the brand story and SEO.
- Worked closely with all team members on evolving the brand by designing innovative, engaging, and customer-focused assets: custom landing pages, social media, direct mail.
- Used HTML and CSS coding skills to troubleshoot, optimize and create a pixel perfect online experience with a focus on UX for mobile customers.
- Managed projects within budgets and schedules, from initial concept through final production; ensured all assets follow brand guidelines.
- Social Media: found creative ways to engage with targeted audience, increase traffic to the website, and ensure the highest customer converting rate.

Freelance Graphic Designer, 2019 – 2021

- Packaging, catalog, product design for the consumer goods industry, trade show signage, POS, in-store collateral, communication with vendors, production of print-ready files.
- Utilized broad knowledge of materials, color palettes, patterns, finishes and manufacturing process; generated fresh ideas appealing to the target market.

Interactive Graphic Designer, Staples Agency, 2011 – 2019

- Concepted and designed promotional campaigns (print, digital, and social media assets) that helped to revive customer engagement and increased incremental sales of select product categories by 23%.
- Directed photo shoots and built lifestyle photography collections for various product categories that helped creating an emotional connection with customers.
- Collaborated with designers, copywriters, and marketing department; maintained excellent relationships with all business partners. Participated in process improvements in the business workflow to make it faster, better and more cost-effective.

Art Director, Publications International, Ltd., 2002 – 2011

- Designed and illustrated products for the consumer mass market. Project range included scrapbook patterns, stationery gift sets, children's books and activity sets.
- Translated trends into concepts to reflect business needs and goals; developed style guides (patterns, solid colors, hero cover art) for seasonal product lines.
- Managed projects within budgets and schedules, from initial concept through final production; ensured products comply with licenser-mandated styles and in-house brand.
- Retailer list: Target, Walmart, Costco, Walgreens, Kohl's, Toys"R"Us, Babies"R"Us.

Textile Designer, Svitanak, Clothing Company, 1998 – 2001

- Designed patterns and single prints for printed fabrics and knitted clothing for children and adults. Collaborated with clothing designers and marketing department on new ideas and mass market demands.
- Conducted researches on consumer trends and insights in order to drive innovative design solutions. Developed color palettes based on current trends and category strategy. Assisted and attended design meetings, sample and line reviews; ensured timely completion of each project.

PROFESSIONAL SKILLS AND INTERESTS

Mac/PC, Adobe CS (Illustrator, Photoshop, InDesign), MS Office, HTML, CSS, FTP, CMS, Shopify.
Languages: native in Russian, fluent in English, beginner in Spanish.
Personal interests: screen printing, photography, gardening, hiking, camping, volunteering.

EDUCATION

Certificate, Web & Graphic Design, Truman College, Chicago
B.F.A. Fashion Design, State Technological University of Belarus