

SVETLANA VASINA

Senior Illustrator
Graphic Designer

OBJECTIVE

An award-winning artist with 7+ years of experience in visual content.

Skilled in traditional and digital illustration, and committed to producing captivating visuals that engage audiences and meet clients needs.

PORTFOLIO svetavasina.com

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ADDRESS New York, NY

ACCOMPLISHMENT

8 Art Awards

14 Exhibitions

Professional associations member

SKILLS

Illustration

Drawing and sketching

Fine arts

Graphic Design

Design Thinking

Photography

SOFTWARE

Adobe Creative Suite

Procreate

EXPERIENCE

Art director | Stick Art | Sep 2021 – Present

- Lead the creative direction and execution of custom portrait projects for clients, ensuring that portraits were visually stunning and reflective of the client's personality and interests;
- Oversaw a team of artists and designers, providing guidance and feedback throughout the production process to ensure that each portrait met the highest standards of quality and creativity;
- Worked closely with other departments, such as production and marketing, to ensure that each portrait was produced efficiently and promoted effectively;
- Collaborated with the marketing department to develop an organic brand;
- Mentored and trained team members, helping them develop their skills and achieve their goals.

Graphic Designer | Movers&Shakers | Feb 2021 – Present

- Produce high-quality visuals using user-centered design principles;
- Collaborate with fellow designers, UX Product Management, and Art teams to refine design language and developed company identity visual style, logotypes, and icons;
- Create presentations to attract new partners and projects;
- Create designs and illustrations for print products (clothes, stickers, posters, home accessories, etc.) using Adobe Creative Suite.

Freelancer | Self Employment | Aug 2020 – Present

- Create and develop visual concepts based on client briefs or personal projects;
- Use traditional and digital mediums to produce illustrations and visual artworks;
- Communicate with clients to understand their needs and vision for the project;
- Collaborate with writers, editors, and other creative professionals to produce visual content for print and digital media;
- Manage project timelines and deadlines;
- Participate in art shows and exhibitions.

Senior Illustrator | Stick Art | Nov 2018 – Aug 2021

- Produced high-quality digital portraits from photo using a digital drawing tablet and specialized software;
- Edited and enhanced customers' photos to ensure that they were suitable for use as the basis for a portrait;
- Managed multiple projects simultaneously, prioritizing tasks and meeting deadlines while maintaining the highest standards of quality;
- Received positive feedback from clients on a regular basis.

EDUCATION

College | Design | Moscow State Stroganov Academy of Design and Applied Arts | 2013 - 2017

BA | Visual Arts, Further Education | Moscow Region State University | 2017 - 2022