

VIEW PORTFOLIO HERE:



taniadam.com



FULL NAME

TETIANA ADAMENKO

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OCCUPATION

UI/UX & Digital Designer

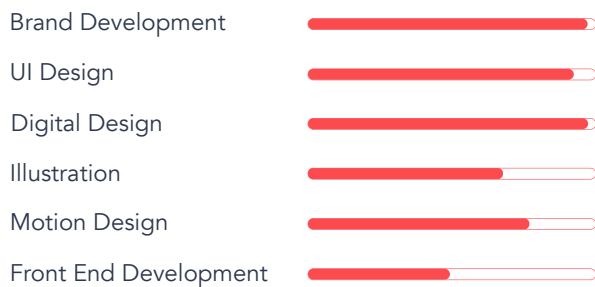
ADDRESS

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Long-lasting, Human-centric and accessible design, using a double diamond design model. I create products, brands, and services that build better connections between businesses and their clients.

Competency



Education

Bachelor's Diploma Specialty:

09/2004 - 06/2009
Architecture of Buildings and Structures
Kharkov National Academy
Faculty of Architecture

Specialist's Diploma Specialty:

09/2004 - 06/2010
Architecture of Buildings and Structures
Kharkov National Academy
Faculty of Architecture

PLAYART

09/2009 - 06/2010
Courses in the professional use of software packages Autodesk 3ds Max, Adobe Photoshop in architectural engineering and design

Front End Development

05/2019 - 08/2019
Bootstrap, HTML, CSS

Professional profile

Over seven years of experience providing UI & Digital Design services for various businesses and personal clients.

- Problem-solving abilities
- Positive, Innovative mindset
- Excellent understanding of color, form, typography, and composition, with much attention to details.
- Strong project management skills, efficient, self-motivated with an ability to learn quickly and adapt to a wide range of ideas and personalities.
- Experience in design research, customer analysis branding, and graphics development.
- Ability to multi-task, prioritize and meet operational deadlines

Art Direction

- Planning, managing and executing graphic design projects for client's marketing campaigns.
- Leading creative briefs with production team to determine objectives, budget, background information, presentation approaches, styles, and techniques.
- Mark up, paste, and complete layouts, and write instructions to prepare materials for printing.
- Negotiate with printers and estimators to determine what services will be performed.
- Attending photo shoots and printing sessions to ensure that the products needed are obtained.

Work Experience

OMERS

OMERS | Pension Communications Team

05/2019 - Present

UI & Digital Designer [Contract]

- UI Design (Desktop & Mobile)
- Email design (Desktop & Mobile) for Internal Innovation & Communication teams.
- Digital support for the client member website and internal communication platforms.
- Quarterly newsletter campaign (Print, Microsite, Social Media Posts, Motion design, Vertical Response)
- Content creation to support the OMERS digital member experience
- Design accessible, user-friendly tools and templates to help members and employers interact with OMERS in a seamless way
- Design & layout of creative elements including infographics, icons, pitch decks, handbooks, announcements, and new customer value propositions (i.e. products and services).
- Advise on new methods, layouts, and designs to give projects a distinctive touch
- Character design for Systems & Digital Experience team sub-brands.
- Digital Illustrations
- Plan, manage & implement other projects as needed

SHO.

SHO Agency

10/2018 - 04/2019

Visual Strategy & Design [Contract]

- Conceptual Design Lead
- UI/UX Design
- Digital Design and Digital Producer
- Lead Photographer and Media Producer
- Digital Design Solutions for Marketing Content, Email Deployment, Social Media, Website & Web Content
- Layout and template design for Print and Digital products
- Lead and Managed design projects from concept to execution
- Digital Illustrations



FAB Restaurants Concept

May 2018 - Oct 2018

Graphic Designer [Contract]

- Design, update and production of digital and print assets for 16 brands
- Design and production of digital communications materials for projects, requiring simple to complex graphics, animations, and audio/video mixes, integrating typographic, photographic, illustrative, and graphic elements.
- Implementation of brand guidelines and brand book, to ensure quality, cost-effectiveness, and efficiencies are realized in the development of content.
- Interface with peers and cross-functional team members regarding the execution of content deliverables.

OX Agency [http://wemakethings.ca]

Dec 2017 - Jan 2018

Graphic Designer

- Brand Development
- Logo & Family Crest Design
- Market Research
- Concept Design and WhiteBoarding

Tools

UI/UX & Digital Design

Illustrator, Adobe XD/Sketch, Zeplin, Slack, Trello
Miro, Coda, Litmus



Front End Development

Visual Studio Code/Wappler, Bootstrap, HTML, CSS



Motion Design

After Effects, Media Encoder,
Character Animator



Illustration

Procreate, Affinity Designer



Print Design & Photography

Photoshop, Lightroom, InDesign



CRM: Hubspot, Zoho

Google: Analytics, Adwords, G Suite, Maps, Business

CMS: Wordpress, Shopify, Sharepoint

Forms: Typeform, Jotform

Email: MailChimp, Marketing Cloud, Litmus