

SUMMARY: A designer with an exceptional combination of creative, technical, 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 in e-commerce, photo-styling, layout and product design.



TANYA KORNIKOVA
Graphic Designer

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Work samples and excellent references available upon request.

PROFESSIONAL EXPERIENCE

Artist and Owner, Dreamy Elephant, 2016 – current

- Concepting and designing one-of-a-kind screen-printed products; scanning hand-drawn illustrations, converting artwork into digital files.
- Identifying key product ideas and concepts to be developed; gathering market data on key trends. Handling all steps of production, from screen printing process, product photoshoots through order fulfillment; providing excellent customer service and handling custom orders.

Online store: www.etsy.com/shop/dreamyelephant/

Interactive Graphic Designer, Staples Agency, 2012 – 2019

- Concepted and designed promotional campaigns (print and digital 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.
- Concepted, designed and developed multiple Resource Centers that created a significant traffic to the website. Found visually engaging ways to inspire targeted audience through a variety of communication channels including social media.
- 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.

Freelance Graphic Designer, 2011 – 2012

- Packaging and 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.

Client list: Claire's, Mudlark Papers, Valspar, Lowe's, Harper College, Learning Resources, Brella Productions, American Restaurant Association, Staples Agency.

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 licensor-mandated styles and in-house brand.

Retailer list: Target, Walmart, Costco, Scholastic, GAO, 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 CC (Illustrator, Photoshop, InDesign), HTML, CSS, FTP, CMS.

Languages: native in Russian, fluent in English, beginner in Spanish.

Personal interests: screen printing, photography, gardening, hiking, camping, foraging.

EDUCATION

Certificate, Web & Graphic Design, Truman College, Chicago / 2002

B.F.A. Fashion Design, State Technological University of Belarus / 1998