

Olena Zhuravska

Kyiv

Brand & Product Designer

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Multidisciplinary Designer specializing in full-cycle brand and product development. Over the past 6+ years, I have crafted visually compelling, user-centered solutions that seamlessly combine strategy, design, and functionality – from UI/UX and print-ready assets to functional Webflow/WordPress sites. By optimizing my workflows with AI, I deliver high-quality assets 2x faster, enhancing user engagement and supporting business growth.

Core Competencies

- End-to-End Brand & Product Design
- Brand Identity Development
- Packaging Design, Production-Ready Artwork (Prepress Preparation)
- UX/UI Design for Web & Digital Products
- High-Fidelity Prototyping (Figma)
- WordPress & Webflow Website Development
- Responsive Web Design
- Marketing & Print Collateral Design
- Social Media Visual Strategy
- Animated Infographics Video
- Basic Video Editing
- Commercial Product Photography
- Generative AI Content Creation
- Cross-Functional Collaboration

Tools & Software

Adobe Photoshop	InDesign	Figma	WordPress
Illustrator	Premiere Pro	Canva	Webflow
Lightroom	Jitter	Miro	Html, CSS
AI tools (Midjourney, Freepik)			

Experience

Product & Packaging Designer 2024-2025 PP “TinService”

- Developed industrial product designs from concept to production launch, including a product currently available on supermarket shelves.
- Designed packaging systems, catalogs, and print materials aligned with manufacturing requirements.
- Designed and developed the company website, creating its structure and visual layout, and produced professional product photography.
- Managed metal printing processes, collaborating with production teams to ensure technical accuracy, material efficiency, and consistent product quality.

Achievement: Launched products now distributed in national supermarket chains.

Leading IT Specialist / Designer 2018-2024
Kherson Regional Center for Education Quality Assessment

- Developed educational materials and infographics, translating complex information into clear, visually engaging content, including full layout and typographic design of multi-page methodological publications.
- Maintained and updated the company website, ensuring relevance of content and visual consistency across pages.
- Managed social media presence, creating visual content and animated videos.
- Designed and prepared printed materials for production, overseeing prepress setup to ensure technical accuracy and high-quality output.

Achievement: Transformed the visual quality of state educational materials, resulting in higher public engagement and measurable growth in audience awareness and reach.

Graphic Designer 2016-2018
"33 Square Meters" Supermarkets

- Streamlined the production of high-volume weekly catalogs, ensuring layout precision and cross-channel brand consistency.
- Developed market-aligned packaging solutions, balancing high-end aesthetics with technical production requirements.
- Executed large-format outdoor advertising and integrated campaign materials to maximize brand visibility and reach.
- Designed cohesive in-store branding and visual merchandising elements to elevate the physical customer experience.

Achievement: Developed retail-ready packaging for electronics and smaller products, maintaining cohesive brand identity and production quality.

Freelancer 2016-2018

- Designed and developed websites, ensuring responsive layouts, user-friendly interfaces, and brand consistency across digital platforms.
- Created comprehensive brand identities, including logos, color systems, typography, and visual guidelines.
- Coordinated project workflows independently, collaborating with clients to meet deadlines and deliverables.

Education & Training

“Computer systems and networks”
Kherson National Technical University
Art School, Kherson

Web Design 2.0 Professional Course
Professional Illustrator Course
Basics of Web UI development 2023

Languages

English B1

Ukrainian native