

Liliya Safarova

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PROFESSIONAL SUMMARY

- Creative and skilled Graphic Designer with over ten years extensive design experience using PhotoShop and Illustrator along with six years using Dreamweaver, InDesign and Flash. Skilled with developing results-oriented promotions, information-driven communications, branding and general advertisements. A strong sense of concept development, layout composition, color theory, and typography capabilities. Accustomed to deadline-driven environments, and working within budget requirements. Experienced with design and production of front end web design and site structure, brochures, marketing collateral, advertising, newsletters, identity/branding, branding refreshment and infographics.

EDUCATION

- Sanford-Brown College | Seattle, WA | Bachelor of Fine Art, Graphic Design – Graduated 2014

TECHNICAL PROFICIENCY

- Platforms: Mac and PC
- Adobe Creative Suite | InDesign, Illustrator, Photoshop, Dreamweaver, Flash, HTML5 and CSS3
- Microsoft Office Suite | Word, Excel, and PowerPoint

EXPERIENCE

Graphic Designer

Tea Madame Tea Shop

2016 to Present

- Developed new e-commerce website pages based on usability research and analysis.
- Created information architecture wireframes and conceptual layout designs for presentation.
- Successfully coordinated and facilitated product line in-studio photo shoot.
- Prepared images for both web and print marketing materials.
- Implemented Search Engine Optimization (SEO) techniques for web and social media platforms.
- Retouched all product images including removing imperfections, correcting color, and outlining.

Freelance Graphic Designer

Valpak

Fall 2016 to 2017

- Successful graphic design solutions and production execution while providing high-quality client services with excellent attention to detail.
- Assisted small businesses with development of visual identity and branding.
- Managed all aspects of projects from client meetings, design development, digital production, print and vendor coordination to final delivery.

Graphic Design Intern

Emerald City Graphics

Winter 2013 to 2014

- Developed print charts, graphs, illustrations, and other artwork for digital slides for the front lobby.
- Successfully coordinated and facilitated archive of images, photos, or previous work products.
- Retouched client files including removing imperfections, correcting color, and outlining.

Design/Production Graphic Designer

FleecieWeecies

2003 to 2016

- Authored attention-grabbing e-mail headers, home page designs, posters and sales materials.
- Aligned, and directed marketing, business development, and client services.
- Spearheaded designs from concept to print, ensuring schedule and budget were met.