

☎ (647) 339-9019
@ lana.kosogova@yahoo.com
🏠 58 Goulden Cres., Toronto
🌐 lana-portfolio.vercel.app
🌐 ca.linkedin.com/in/lanakosogova

Lana Kosogova

Media Graphic Designer

TECHNICAL SKILLS

MAC and PC platforms

SOFTWARE:

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe Lightroom CC
Adobe Premiere Pro CC
Adobe Dreamweaver
Adobe Acrobat Pro
Blender (3D)
Nice Label
MS Office
Helicon Remote
Control My Nikon

PROGRAMMING:

HTML5
CSS3

EDUCATION

Master's Degree in Programming

Kherson State
Technical University,
Kherson, Ukraine
2000-2001

Master's Degree in Economics

Kherson State
Technical University,
Kherson, Ukraine
1991-1996

CG Boost Academy

Online Course:
Blender and 3D art
2021

EXPERIENCE

Media Graphic Designer

Hillman Group Canada, Toronto, ON

Feb 2015 – present (Full time)

- Develop and execute creative advertising content for various media platforms, including catalogs, price lists, sell sheets, flyers, posters, signage, and product packaging to increase brand awareness and reach target audiences.
- Design and execute packaging and labels from concept to final approval for products retailed at leading retail outlets including The Home Depot, Walmart, Canadian Tire, Lowe's, Rona and others.
- Create line art, renderings and illustrations for use in catalogues, signage and flyers using digital software.
- Work with product photography in studio and image retouching in Adobe Photoshop (clipping path, color correction, etc.).
- Mentor and supervise interns, providing guidance and direction to help them develop their skills.
- Provide regular training to existing team members on Adobe Creative Suite and Nicelabel software, to help them improve their technical skills and productivity.

Developed a system to manage and organize files. Implemented a database software with the support of IT to easily search for companies' artwork. Decreased the **time** required to search by **70%**.

70%

Captured and published thousands of professional product photographs for the Home Depot website, leading to a **75%** increase in website **traffic** and a **25%** increase in online **sales**.

25%

Graphic Designer

RJS Enterprises Inc. - Golfpassport, Toronto, ON

Sep 2014 – present (Part time)

- Create designs and layouts for specific printed project using Adobe InDesign.
- Make vector graphic artwork logos and maps utilizing Adobe Illustrator.
- Adjust and manipulate files including photo adjustment/enhancement, color conversion (RGB to CMYK) and export.
- Produce pre-press ready Adobe PDF files.

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Media Graphic Designer

HIGHLIGHTS

- Provide a diverse range of services including custom design of printed materials and branding to an array of clients from a variety of industries
- Enthusiastic graphic professional motivated by challenging projects and deadlines
- Accomplished graphic designer with extensive experience Adobe
- Experience in product photography

SKILLS

- Strong graphic design skills
- Creativity
- Flexibility
- Attention to detail
- Deadline-oriented
- Well organized
- Time-management skills
- Analytical skills
- Communication skills
- Fast learner

Web Graphic Designer

Technovate Inc., Toronto, ON

Jun 2008 – Sep 2013

- Designed art for printed materials such as web/mobile, posters, business cards, newsletters, flyers, coupons, etc.
- Created print layout in corporate branding, color theory and typography understand project briefs from marketing.
- Created concept of all branding advertising media.
- Prepared layouts and managed preparation process for pre-press.
- Designed, developed, and maintained websites utilizing HTML, CSS, Adobe Dreamweaver, Photoshop, Flash, JavaScript.
- Developed the overall layout and production design of promotional displays, posters, coupons, marketing brochures, distinctive logos, businesses cards, etc. using Adobe Photoshop CS3, Illustrator CS3, InDesign CS3.
- Worked with the Marketing Manager to source photos and other images for use in websites or other promotional material.
- Created images and graphic designs for websites and marketing material.
- Used FTP software to manage website files.
- Effectively managed multiple projects/tasks and delivery of projects on time, also worked well under pressure in fast paced, highly charged, deadline driven projects.

Web Editor

United Way Greater Toronto, Toronto, ON

Mar 2008 - Apr 2008

- Maintained UWT's website including content management, layout and design with Adobe Dreamweaver.
- Created and optimized graphic content for the website using Photoshop, Flash, JavaScript, and other software.
- Designed and coded event website for Scotiabank Rat Race for United Way adhering to style guide to maintain consistent brand standards.
- Coordinated with organizational stakeholders to update the site and ensure accurate, timely, and useful information is posted online.
- Worked closely with IT, Special Events and Direct Marketing stakeholders to integrate the website with other online fundraising and customer management systems.