

OLGA ZAPSENKO

GRAPHIC DESIGNER

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PROFESSIONAL OVERVIEW

I am a creative and detail-oriented graphic designer with over six years of experience in digital illustration, branding, and visual storytelling. Proficient in tools like Adobe Illustrator, Photoshop, InDesign, and After Effects, I specialize in crafting engaging brand identities, social media assets, and animations. From custom logos to marketing campaigns, I excel at transforming ideas into impactful visuals that deliver results.

WORK EXPERIENCE

Graphic Designer and Illustrator

Self-Employed · Remote

February 2018 — Present

- Designed illustrations for children's books and websites, tailoring visuals to engage diverse audiences.
- Developed custom vector icons for mobile apps, ensuring compatibility and clarity across platforms.
- Created logos in various styles, aligning with brand identities and market trends.
- Designed and launched websites using WordPress, focusing on responsive and user-friendly layouts.

Graphic Designer

Spexi Geospatial Inc. · Vancouver, BC

January 2023 — April 2024

- Created trade show booth designs and related printed materials.
- Produced branded print and digital templates to ensure consistent visual communication.
- Designed static and video-based social media assets to enhance online engagement.
- Crafted professional slide decks for presentations, optimizing visual storytelling.

Graphic Designer

Mode Mobile · Remote

December 2022 — April 2023

- Developed app logos that reflected user experience goals and product branding.
- Created high-quality assets for the company website, ensuring visual alignment with branding.

Graphic Design Intern

Econommi · Vancouver, BC

May 2022 — July 2022

- Designed the company's logo, establishing a foundation for its brand identity.
- Created hand-drawn vector illustrations to bring personality to the company's website.
- Produced animations combining 2D and 3D techniques for interactive experiences.
- Developed a comprehensive set of vector icons for the company's mobile app.
- Designed custom credit card templates with unique visual elements.

EDUCATION

Diploma in New Media Design and Web Development

British Columbia Institute of Technology · Vancouver, BC

Bachelor's Degree in Energy, Environment, and Natural Resources Law

Odesa State Environmental University · Odesa, Ukraine

SKILLS

- **Design:** Print Design, Social Media Design, Typography, User Interface & Experience Design
- **Illustration & Animation:** Vector Illustration, Icon Design, Animation (2D & 3D), Hand-Drawn Artwork
- **Tools:** Adobe Illustrator, Photoshop, InDesign, After Effects, Blender, Cinema 4D, Figma, Canva, AI
- **Web & Tech:** HTML/CSS, WordPress, Mac OS, Windows OS, Microsoft Office