

Olga Zapsenko

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Creative Designer

Summary

Creative Designer with 6+ years of experience in branding, illustration, motion and web, now focused on integrating AI tools to make creative work faster, more engaging, and user-friendly. Skilled at leveraging platforms like Synthesia, ElevenLabs, and generative art tools to enhance workflows and produce innovative outcomes, from AI-generated stories for a sleep app to illustration concepts and training videos. Skilled in prompt engineering, responsive design and cross-platform integration. Passionate about human-focused design, continual learning, and cross-team collaboration, with a reputation for customer empathy, proactive problem-solving, and clear communication.

Core Skills

- **AI-Powered Content Generation:** Synthesia, ElevenLabs, Midjourney, ChatGPT/Claude/Perplexity, Generative AI concepting, prompt design & optimization, LLM-assisted HTML/CSS edits.
- **Technical Implementation:** Responsive web design, cross-platform integration, performance optimization, A/B testing, content management systems, accessibility.
- **Design & Motion:** Brand systems, illustration, iconography, motion graphics, presentation design.
- **Tools:** Adobe CC (Illustrator/Photoshop/After Effects/InDesign), Figma, Blender, WordPress, Webflow.

Selected Projects

- **Kids' Mobile Game — ItsyBitsy Space:** Designed and launched interactive scenes for children ages 0–5, building assets and using AI to generate illustration concepts and variations. Created a style guide and prompt library to ensure visual consistency.
- **Sleep Story App — zzzen.app:** Designed themed playlists; generated story drafts with AI and refined them using tone/style rubrics; built an audio pipeline with ElevenLabs, adjusting pacing and tone to create calming experiences.
- **Spexi Geospatial:** Produced Synthesia-based training video modules teaching drone pilots to use the platform; created reusable brand templates and presentation kits to speed up production; worked with marketing to focus on high-impact deliverables.

Experience

Graphic Designer & Illustrator — Self-Employed (Remote) | 2018–Present

Delivered logos, icon systems, and web assets for clients across industries. Built responsive websites in WordPress and Webflow. Introduced AI to speed up ideation and production.

Graphic Designer — Spexi Geospatial (Vancouver, BC) | Jan 2023–Apr 2024

Owned graphics for trade shows and social media, created motion and static assets, and utilized Synthesia to produce interactive training content that helped drone pilots onboard faster and more effectively. Partnered across teams to simplify complex concepts into user-friendly visuals.

Graphic Designer — Mode Mobile (Remote) | Dec 2022–Apr 2023

Created app logos and web assets aligned with UX goals and branding; collaborated with engineers and PMs for on-time delivery.

Design Intern — Econommi (Vancouver, BC) | May 2022–Jul 2022

Designed logo, custom illustration system, animations, and a full icon set for a mobile app; collaborated with UI/UX team on fonts, colors, and layout.

Education

Diploma — New Media Design & Web Development

British Columbia Institute of Technology (Vancouver, BC)