

Olga Zapsenko

Visual Designer

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PROFESSIONAL OVERVIEW

Creative and detail-oriented Graphic Designer with 6+ years of experience in branding, digital illustration, and motion graphics. Skilled in transforming concepts into engaging, impactful visuals across print, web, and social media. Proficient in Adobe Creative Suite, Blender, Figma, and AI-powered design tools to streamline workflows, explore visual styles, and bring concepts to life faster. Proven track record in developing brand identities, marketing campaigns, and animations that boost audience engagement and deliver measurable results. Known for balancing creativity with precision, collaborating effectively with teams, and producing high-quality assets that support business goals.

SKILLS

Design & Illustration: Branding, Print Design, Social Media Design, Typography, Layout, Colour Theory, Vector Illustration, Icon Design, Motion Graphics, Hand-Drawn Artwork

Tools & Software: Adobe CC (Illustrator, Photoshop, InDesign, After Effects, Premiere), Figma, Canva, Blender, Midjourney, Sora, ChatGPT, Claude, Perplexity, Synthesia, ElevenLabs

Web & Technical: HTML/CSS, WordPress, Webflow, Klaviyo, Mailchimp, Hootsuite, Active Campaign

WORK EXPERIENCE

Graphic Designer and Illustrator

Self-Employed · Remote

February 2018 — Present

- Produced visuals optimized for diverse media channels, including social, web, and print.
- Designed custom vector icon sets for mobile apps, ensuring clarity and compatibility across multiple platforms.
- Illustrated content for children's books and websites, creating engaging imagery for varied audiences.
- Developed logos in a range of styles, aligned with brand identity guidelines and market positioning.
- Built and launched responsive, user-friendly websites in WordPress and Webflow.

Graphic Designer

Spexi Geospatial Inc. · Vancouver, BC

January 2023 — April 2024

- Designed trade show booth graphics and print materials that strengthened brand presence at national events.
- Developed branded templates for print and digital use, maintaining a cohesive visual identity across all communications.
- Created static and motion-based social media assets, increasing online engagement and visibility.
- Produced polished presentation decks that improved client and internal storytelling impact.

Graphic Designer

Mode Mobile · Remote

December 2022 — April 2023

- Designed app logos aligned with user experience goals and product branding.
- Produced high-quality website assets that enhanced brand consistency and visual appeal.

Graphic Design Intern

Econommi · Vancouver, BC

May 2022 — July 2022

- Designed the company's logo, establishing the 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 to create interactive experiences.
 - Developed a custom comprehensive set of vector icons for the company's mobile app.
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EDUCATION

Diploma in New Media Design and Web Development

British Columbia Institute of Technology · Vancouver, BC