

Natalya Vdovitsyna



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Portfolio: <http://www.nvwdesign.com/>

Graphic designer, copyrighter, smm specialist

Designing, developing and managing web-sites, internet shops and other web applications. Illustrating. Logo & corporate identity design. Print & advertising design. Copyrighting in Russian and English. Social media marketing.

Responsible and committed professional with a get-it-done approach. Experienced in designing sophisticated online web applications as well as marketing & e-marketing materials on a range of projects. Involved in designing advertisements, brochures, handouts, flyers and online graphics. Able to manage and produce projects from brief to fulfillment.

Technical Skills

Software: Adobe Photoshop CS, Adobe Illustrator, Corel Draw, MovaviVideoSuit

Internet: XHTML, CSS, UX/UI design,

Languages spoken: Russian (native), English (advanced), Spanish (intermediate), Italian (pre-intermediate), Turkish (Intermediate).

Written and simultaneous translation English/Russian, Russian/English, Spanish/Russian, Russian/Spanish, Turkish/English

Copyright. SMM. Pre-press technologies.

Professional Experience

Designer, SMM manager and copyrighter

August, 2017 – January,

2018

Soulsisterstylelab.com

- Web site developing and up-dating
- Analyzing target audience and composing the content plan
- Generating quality visual and textual content for the blog and facebook group (more than 7000 followers) about style and fashion

- E-mailing, adjusting chatbot in facebook with ManyChat application
- Creating a number of educational materials and presentations for on-line course about styling

Graphic designer

September, 2002 - nowadays

Self-employed freelancer

- Creating web applications, logos, corporate identity and illustrations for different companies
 - Meeting with clients to discuss their needs, objectives and budgets
 - Developing design briefs for the projects
 - Interacting with other designers, programmers and clients.
 - Designing a wide variety of graphic art and promotional material
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Graphic designer

September, 2015 – December, 2016

Autonomous nonprofit organization «Information Culture», Moscow, Russia

- Creating a series of infographics and instructions about the work of Russian police in frames of the project “Open police” (openpolice.ru)
 - Layout of the final brochure with all the visual materials made for the “Open police” project
 - Designing a variety of promotional material for the project “BudgetApps”, organized by the Ministry of Finances of RF to popularize the open financial data.
 - Layout of the final brochure with all the works of the participants of “BudgetApps” project
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Web-designer

January, 2014 - May, 2015

State Unitary Enterprise «Radiocom», Petrozavodsk, Russia

- Ongoing design and maintenance of new and existing websites
 - Designing UI for a number of e-government services
 - Designing web campaigns for online initiatives, editorials, emails & banners
 - Testing websites for functionality in different browsers & at different resolutions
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Web-designer

July, 2002 - January, 2014

Petrozavodsk State University, the Department of Web technologies of the Regional Center of New Informational Technologies, Petrozavodsk, Russia

- Managing the process of developing and designing of a number of new and existing websites in the sphere of government, business, education and art

- Providing graphical support for the Official site of the University and The Official web portal of the Republic of Karelia
 - Designing and creating a wide variety of graphic art and promotional material
 - Working on presentations, leaflets, trade-marks, marketing materials and banner designs
 - Training students in the area of graphic design and HTML coding
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Art director

June, 2001 – June, 2002

Autonomous Non-Commercial Organisation «Petrozavodsk development agency», Petrozavodsk, Russia

- Managing the work of printing & design department of the newspaper «Gorod»
 - Designing advertising materials for the newspaper
 - Designing corporate identity for a number of PR projects
 - Coordinating multiple publishing projects
 - Providing graphical support for the political PR companies (the elections of local mayor)
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Graphic designer

November, 2000 – June, 2001

Private photo atelier «Dezhits», Petrozavodsk, Russia

- Designing advertising, calendars, post cards, visiting cards
 - Restoring old photos
 - Retouching
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Teacher of english

September, 1999 - June, 2000

Petrozavodsk State University, Petrozavodsk, Russia

- Teaching English languages to the students of law department
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Education & Certifications

Petrozavodsk State University – Petrozavodsk, Russia

Bachelor degree in History and English languages

September, 1994 - June, 1999

Training Center KarelNOK, Petrozavodsk, Russia

Certificate of the full-time 40 week Course “Computer graphic and web design”

September, 2000 – October, 2000

Computer studies center of Moscow State Technological University named after Bauman, Moscow

Certificate of the full-time three-week Course “The technology of design”

June, 2003 – July, 2003

International school of business assistants and internet marketing specialists founded by Olga Shevchenko

Certificate of five-week Course “Helppy”

April, 2018 – May, 2018