

EKATERINA SMORODINA

GRAPHIC DESIGNER

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PROFILE

Graphic Designer with a passion for visual identity, advertising, and UI/UX design. An engineering background provides a unique blend of structured thinking, analytical problem-solving, and creative vision. Approaches design with empathy and storytelling to create purposeful, engaging solutions. Highly motivated, with a focus on continuous learning and growth in the creative field.

TECHNICAL SKILLS

- Adobe Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro)
- Figma for UI/UX design and collaborative projects
- Notion for project management and team collaboration
- Typography and color theory
- Photography and photo editing
- Branding and identity design

SOFT SKILLS

- Strong communication, presentation, and interpersonal skills
- Strategic approach to solving design challenges
- Creative thinking
- Collaboration and teamwork
- Project management
- Attention to detail and precision
- Empathy and active listening
- Research and analysis

EDUCATION

Advertising & Graphic Design Diploma (Honours)

Humber College, Toronto, ON | 2023 – 2025

M.Eng. in Groundwater Surveying, Exploration and Geological Engineering

B.Eng. in Mining Engineering

Tyumen State Oil and Gas University, Tyumen, Russia | 2006 – 2011

WORK EXPERIENCE

Graphic Designer Intern | April 2025

Mindful Dancers – www.mindfuldancers.com

- Created responsive email templates for marketing campaigns using Moosend
- Designed banner graphics for blog posts and managed content uploading and scheduling through Shopify
- Produced line illustrations based on existing artwork for a children's coloring book project
- Designed visual layouts for client presentations, maintaining consistent brand identity and messaging

Graphic Designer | September 2024 – December 2024

Humber Polytechnic (Men's Varsity Basketball Team) – www.humberhawks.ca

- Designed visuals for social media posts to enhance fan loyalty
- Collaborated with the social media team to ensure the timely delivery of graphic materials
- Brainstormed concepts and ideas to create visuals while maintaining brand consistency

Exploration and Production Analyst | May 2017 – May 2022

S&P Global (Formerly IHS Markit) – www.spglobal.com

- Researched and analyzed diverse data sources in the oil and gas sector to build and maintain an accurate database
- Ensured quality control for the global exploration and production contracts database
- Provided comprehensive client support by promptly identifying and implementing solutions
- Collaborated with regional and global teams to enhance data coverage and improve project outcomes

Field Engineer | August 2011 – June 2016

Schlumberger Ltd – www.slb.com

- Operated and supervised engineering service delivery on oil and gas rigs during active drilling operations
- Provided clients with information, support, and service-related solutions
- Guided junior engineers through training and mentorship
- Fostered strong communication and built constructive relationships with clients and contractors