

Daria Svechnikova

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PROFESSIONAL EXPERIENCE:

Aug 2024 - Now | Graphic & Web Designer

RENWIL, Montreal

- Developing and executing social media and newsletter strategies, including content planning, design oversight, and performance analysis.
- Conceptualizing and producing seasonal catalogues that reinforce and elevate brand identity.
- Directing brand development initiatives to ensure cohesive messaging and visual consistency across all channels.
- Strategically curating and merchandising showroom displays to optimize product presentation and customer engagement.
- Lead end-to-end photoshoot planning and execution to support marketing objectives and product launches.
- Designing and maintaining website visuals to uphold an engaging, on-brand online experience.

Aug 2021 - Apr 2024 | Graphic & Web Designer

Psycho Bunny, Montreal

- Created promotional material in line with the brand using Adobe Suite.
- Developed and designed 360 campaigns.
- Collaborated with different teams to create design solutions for their needs.
- Worked on big-scale designs such as booths for trade shows.
- Created and designed emails following the latest industry trends and standards in Photoshop and Klaviyo.
- Created and curated homepage visuals every season.
- Created motion videos for 360 campaigns and social media in After Effects and Premiere Pro.

Nov 2019 - Aug 2021 | Graphic & UI/UX Designer

Premier Continuum Inc., Montreal

- Designed and developed user experience and interface for the online website, software, and IOS and Android application on Figma.
- Participated in and analyzed QA sessions while proposing solutions to different problems.
- Designing and coding the company's website on Figma and Webflow.
- Developed visual and graphic directions of the brand and its guidelines.
- Conceptualized campaign vision, original graphics, copy, and content across channels and integrated marketing needs.

EDUCATION:

2017

College Diploma in

Graphic Design (DEC)

Dawson College, Montreal

2021

Introduction to User Experience

Principles and Processes

University of Michigan, Coursera (Online)

2025

Bachelors of Creative Arts

Yorkville University, Toronto

SKILLS:

Languages:

English - Proficient

French - Proficient

Russian - Proficient

Programs:

Adobe Suite (InDesign, Illustrator, Photoshop, After Effect, Dreamweaver, Premier Pro, Adobe XD), Figma, Sketch, Mac, Linux, Windows, Microsoft Office 360

General:

Branding, Illustrations, Print, Promotional Design, Multimedia, Publication Design, Packaging, Web Design, UI/UX, Marketing, HTML, CSS, Bootstrap, SASS, JavaScript, jQuery.

May 2019 - Oct 2019 | Graphic Designer

Cinco, Montreal

- Created designs on multiple applications following the client's brand guidelines in Adobe Suite.
- Redesigned websites and reworked user interface and user experience in Adobe XD and Sketch.
- Designed and prepared assets for emails and mini-video games.

Oct 2018 - May 2019 | Print Production Specialist

Yellow Pages, Montreal

- Revised ads to follow client specifications.
- QAed books before being sent to print.

2019, 2024, 2025, and 2026 | Art Director

Otakuthon Festival, Montreal

- Developed creative briefs, strategy, and execution based on collaboration with cross-functional teams.
- Oversaw management of project creative, team coordination, and ensured delivery of high-quality production.
- Redesigned and developed user experience and interface for the online website in Figma.

Oct 2017 - Oct 2018 | Graphic Art Technician / Webmaster

English Montreal School Board, Montreal

- Managed and updated schools' websites regularly using a CMS.
- Created designs for advertisements such as posters, ads, and brochures in Adobe Suite.
- Assisted with designing and QAing the user interface of the new website in Agility CMS.
- Assisted in designing wireframes.

2016 - 2018 | Graphic Designer

Otakuthon Festival, Montreal

- Designed promotional materials such as posters, ads, banners, and brochures in Adobe Suite while respecting brand guidelines.

AWARDS & COMPETITIONS:

2018 Adobe Creative Jam | UX Design

First place people's choice

2017 Jam Nation | Work Life Balance

Selected to be displayed at Bibliothèque de Montréal for the accessibility month.

2016 Le Conservatoire Culinaire du Québec logo contest

4th place, Teacher's choice

VOLUNTEER WORK:

Otakuthon Festival 2018 - Now | Manager
of the Video Game room

Otakuthon Festival 2016 - 2024 |
Co-manager of Video Game Tournaments

ONG 2018 - 2021 | Webmaster

MIGS 2018 | Photographer

Comiccon 2016 | Volunteer