

Daria Svecnikova

Montreal, Quebec

Cellphone: 438-862-0337

Email: daria.sv@gmail.com

Portfolio: dariasv.myportfolio.com

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 reinforces and elevates 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 Effect 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)

2023 - 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 and 2025 | 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 2018 - 2024 |
Co-manager of Video Game Tournaments

ONG 2018 - 2021 | Webmaster

MICS 2018 | Photographer

Comiccon 2016 | Volunteer