

Danya Gerasimova

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Versatile graphic designer with 5+ years of experience spanning cross-functional teamwork and self-directed client engagements. With capabilities including design across print and digital channels, motion, illustration, and front-end, I'm a quick learner eager to keep building on my multi-faceted skill set.

Skills

Graphic design, Art direction, Editorial layout, Illustration, Pre-press, Environmental

Interaction design, Prototyping, UX, Front-end development (HTML, CSS, JS), SEO

Motion, Video and photo editing

SMM, Writing, Digital strategy

Software

InDesign	Figma
Illustrator	Webflow
Photoshop	WordPress
Lightroom	Squarespace
After Effects	Wix
Premiere	Runway ML
Firefly	Microsoft 365

Exhibitions

Designing the Underground:
The DIY Legacy of St. Louis in Print
2024, The Luminary, St. Louis, MO

St. Louis Symposium
on Radicalism in US Arts
2024, Schlafly Library, St. Louis, MO

The Punish Babies Art Collective
2020, 2021, St. Louis, MO

Speaking

Draw a Flipbook
at Chain of Rocks Workshop
2026, St. Louis, MO

Confluence 3,
Mississippi River Open
School 2024, Memphis, TN

Education

BFA in Communication Design

Washington University in St. Louis, Sam Fox School of Design & Visual Arts

Experience

Graphic Designer, Nine PBS

September 2022–present, St. Louis, MO

- Consolidated and evolved the brand identity of the country's most watched PBS station.
- Execute multichannel marketing campaigns that have helped increase revenue from membership by over 350% from 2022 to 2025.
- Work across teams to develop visual identity packages for events and shows.
- Lay out a bi-monthly magazine, manage production of environmental graphics and marketing collateral, assist photo shoots and live tapings

Independent Designer

2020–present

- Provide publication design, web development, branding, and digital strategy services to fine artists and cultural institutions.
- Plan efficient workflows to manage end-to-end client engagements from a detailed discovery process to final delivery through iterative feedback cycles.
- In 2024, led a team of three graphic designers for a month to deliver a rush job on a tight timeline.
- Select clients: Sam Fox School of Design & Visual Arts, Logan Center for the Arts, The Luminary, Mississippi River Open School for Kinship and Social Exchange, Eric Ellingsen, Jennifer Colten.

Co-founder and Designer, Cementland Archive

June 2023–present, St. Louis, MO

- Co-founded and currently lead a grant-funded community archive initiative.
- Led social media campaigns, growing Instagram reach from scratch.
- Designed and developed an online archive platform hosting 250+ entries.
- Wrote grant applications and reports to secure project funding.

Website and Social Media Associate, Race and Opportunity Lab

May 2021–May 2022, St. Louis, MO

- Created social assets and managed the website for a graduate lab at the Brown School of Social Work.

Design and Bookshop Intern, The Luminary

June–August 2021, St. Louis, MO

- Designed exhibition collateral, created marketing assets, and assisted bookshop management at a contemporary art center.

Communications Intern and Contractor, ArchCity Defenders

March 2020–September 2021, St. Louis, MO

- Produced infographics, editorials, videos, photos, media research, and client interviews for a social justice oriented legal advocacy nonprofit.