

OLENA LEVKO

Graphic Designer | Data Visualization Specialist

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Summary

Senior-level Graphic Designer with 7+ years transforming complex data into compelling visual narratives for healthcare, finance, and education. Proven ability to manage graphic design projects from conception to delivery, collaborate with marketing teams, and ensure brand consistency across digital and print channels. Expert in infographic design, data visualization, presentation design, and Adobe Creative Suite (Photoshop, Adobe Illustrator). Known for meeting tight deadlines, strong stakeholder communication, and delivering measurable increases in engagement and brand visibility.

Work Experience

Freelance Data Visualization & Graphic Designer

Dec 2014 – Present

Self-Employed | Olena Data Visuals

- Manage end-to-end graphic design projects, producing 50+ high-quality digital and print assets monthly by partnering with marketing and product teams; contributed to a 30% increase in brand visibility across client portfolios
- Lead creative direction and refine drafts for 10+ annual multi-channel marketing campaigns, collaborating cross-functionally to boost audience engagement 25% and improve campaign ROI
- Spearhead design process improvements by developing reusable brand templates and design systems, reducing revision rounds by 40% and accelerating project delivery timelines
- Build and maintain strong client relationships through clear communication and stakeholder alignment, contributing to a 95% client retention rate
- Translate complex data into innovative visual solutions and infographics that align with diverse brand identities and campaign objectives
- Independently manage complex project timelines and prioritize tasks to consistently deliver on tight deadlines while maintaining design quality

Freelance Infographic Designer | Data Visualization Specialist

Dec 2023 – Present

Orthoworld/BONEZONE • Remote

- Create comprehensive branding assets and visual identity materials for 15+ client accounts, leveraging strong client communication and design expertise to achieve a 20% increase in client retention
- Lead design strategy for multi-channel marketing campaigns in collaboration with marketing teams, generating a 35% average increase in audience reach and engagement
- Transform complex orthopedic data and medical information into clear, accessible infographics and data visualizations using Adobe Creative Suite (Photoshop, Adobe Illustrator), enhancing visual communication for healthcare professionals
- Streamline creative workflow by developing efficient design templates and brand guidelines, cutting project turnaround times by 25% while maintaining meticulous quality and brand consistency
- Balance multiple client accounts and meet tight deadlines through prioritized planning and efficient revision processes

moveBuddha • Remote

- Designed engaging UI assets and custom illustrations that improved product adoption by 18% through user-centered design and visual storytelling
- Partnered with developers, marketers, and content teams to launch 5+ major product campaigns, driving a 40% increase in user sign-ups through compelling visual design
- Established design standards and an iterative refinement process to enhance brand consistency across digital platforms, resulting in a 22% lift in social media engagement
- Applied creative problem-solving and attention to detail to translate complex moving and relocation concepts into intuitive, accessible visual narratives
- Managed feedback integration and revisions to meet campaign timelines and maintain stakeholder alignment

Education

National University 'Ivan Franko'

2014

Geography | Master of Geography | Economist Geographer

Skills

Design Expertise

Infographic Design, Data Visualization, Brand Identity Design, Presentation Design, Print Design, Typography, UI/UX Design, Visual Communication, Layout Design, Digital Design, Visual Storytelling

Technical Proficiency

Adobe Photoshop, Adobe Illustrator, InDesign, Figma, Canva, Keynote, PowerPoint, Google Slides

Strategy & Collaboration

Brand Strategy, A/B Testing, Marketing Campaign Design, User Personas, Journey Mapping, Marketing Funnels, Project Management, Client Relationship Management, Cross-Functional Team Collaboration, Stakeholder Communication