JULIA SAMCHUK

Graphic Designer

Kyiv, Ukraine

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Portfolio

SUMMARY

Graphic Designer with a background in web and UI/UX design and 3+ years of commercial experience in digital agencies. My experience spans brand identity, promotional banners, social media visuals, and book cover design, including preparing files for print. Detail-oriented — drawn to precision, visual harmony, and the satisfaction of every element falling exactly into place. Comfortable working across both digital and print, bringing structured design thinking to every visual project.

WORK EXPERIENCE

GRAPHIC DESIGNER

Freelance | March 2025 – present

Key contributions:

- Developed brand identity projects (logo design, visual systems, and brandbooks) for NGOs, commercial businesses, and e-sports organizations.
- Designed covers for academic publications with print-ready file preparation.
- Created social media visual systems and content templates for Instagram.

PRODUCT DESIGNER

Self-employed | October 2024 – February 2025

Key contributions:

- Worked in a cross-functional team to design a Telegram-based financial tracking bot for advertising sales management.
- Conducted competitor analysis, defined information architecture, and selected a ready-made design system to accelerate the workflow.
- Designed role-based UX for two user types (admin and manager) — including permissions, navigation logic, all interface states, and notification flows.

SKILLS

Visual Identity Systems

Typography | Color Theory

Social Media Visual Design

Brand Identity | Logo Design

Brandbooks | Print Design

Icon Design | Web Design

UI/UX Design | Wireframing

Prototyping

TOOLS

Design Tools

Adobe Illustrator | Figma

Adobe Photoshop

Adobe After Effects (basics)

AI Tools

Adobe Firefly (Nano Banana, GPT Image)

LANGUAGES

- English — pre-intermediate
- Ukrainian — native

- Built screens using design system components in Figma, covering key flows: channel management, ad deal creation, and financial statistics.

WEB DESIGNER

Mavericks Agency | November 2021 – September 2023

Key contributions:

- Led end-to-end redesign of OLX Business Hub: from lo-fi wireframes and clickable prototypes to final handoff and dev QA, including custom icon design. Worked independently under senior designer review.
- Redesigned the information architecture and page layouts for AIKOM (a national government education platform under the Ministry of Education of Ukraine), simplifying a complex structure, designing a brand icon, and documenting a brandbook within the Diia design system.
- Worked in a team of 3 designers on website redesigns for TyKyiv and Novyny Live media brands.
- Built and launched no-code websites on Webflow, including a studio's dedicated Webflow portfolio site.
- Developed a reusable UI block library to speed up future design workflows.
- Ensured responsive adaptation across mobile and other screen formats for all projects.

WEB DESIGNER / GRAPHIC DESIGNER

Motion Design Studio DFRNC | October 2020 – October 2021

Key contributions:

- Designed landing pages and websites, collaborating directly with developers to ensure accurate design implementation.
- Created flat and isometric illustrations for web projects, including a full visual storytelling sequence from raw material to final product — for an eco-packaging brand.
- Designed promotional banners and visual assets for client campaigns.

EDUCATION

Higher education

National University «Kyiv Aviation Institute», Kyiv

Information Technologies of Design

- Master's degree, 2020–2021
- Bachelor's degree, 2016–2020

Self education

Graphic Design

- Creatives For Digital Ads — Projector Institute, 2026
- Print Production Intensive "PROдрук" — Gerasymenko Design, 2025
- Graphic Design Beginning — Projector Institute, 2025

UI/UX & Web Design

- Figma Components Workshop — Projector Institute, 2024
- Autolayouts and Variable Prototyping in Figma Workshop — Hyperactive Education, 2023
- UX Design Beginning — Projector Institute, 2023
- Web Design Junior — Projector Institute, 2021
- UI/UX, Web & Mobile Design — Mobios School, 2019

Visual Design Theory

- Visual Elements of User Interface Design — California Institute of the Arts, Coursera, 2020