

YAKIV SEREBRIANSKYI

GRAPHIC DESIGNER

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ABOUT ME

I have 6 years of experience in graphic design. I solve design problems as a marketer because in any project it is important not only for the design to cause a WOW effect, but also to make a profit and also be user-friendly. Worked on such types of tasks as banners for advertising, visuals for social networks, logos, presentations, business cards, posters, brochures, price lists, etc. I approach design development from the side of a marketer, studying the audience and market for better client interaction. I work in Adobe Illustrator, Adobe Photoshop, and Figma.

TOOLS

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Webflow
- Jitter
- CapCut
- Midjourney
- Recraft
- Notion
- Powerpoint

SKILLS

- Responsive design
- Brand identity
- Wireframing
- Prototyping
- Design systems
- Presentations
- Banners
- Digital marketing
- Targeting
- HTML/CSS

ADDITIONAL EDUCATION

UI/UX DESIGN COURSE

December 2019 - March 2020

Studied intensively full-time every day for 4 months. During this time I learned to analyze the market, find solutions to users' problems, conduct research of competitors and target audience. I created design of sites, mobile applications.

EXPERIENCE

GRAPHIC WEB DESIGNER / FREELANCE

2018- to date

Doing independent projects to maintain and develop my skills. Landing pages, social media ads, logos, presentations, typography materials.

GRAPHIC DESIGNER / GRYVNYA AGENCY

2018 - 2021

In this agency, I played the role of a designer in the field of typography and also was involved in maintaining the site and filling it on the WordPress platform. This experience gave me fundamental knowledge in graphic design, printing and HTML/CSS.

GRAPHIC WEB DESIGNER / MYFLOW AGENCY

2021 - 2022

At Myflow, I worked as a graphic and web designer with a strong emphasis on branding and visual identity. I created effective banners for advertising campaigns, designed high-converting landing pages, and produced visually appealing videos for advertisements and social media platforms. My contributions significantly enhanced marketing efforts and brand visibility.

- **Banners:** My creative banner designs, along with video creatives featuring subtitles, helped a client increase conversion rates by 15%, directly impacting the success of their advertising campaigns.
- **Landing Pages:** I implemented gamified landing pages and promotional campaigns that successfully attracted new customers to both online and offline stores.
- **Marketing Strategy:** Through a comprehensive marketing strategy and effective rebranding, the client gained a clearer understanding of their positioning and target audience, leading to these positive outcomes.

GRAPHIC DESIGNER / GMDH STREAMLINE

June 2023 - December 2023

During my time at GMDH Streamline, I played a key role in establishing a cohesive visual identity through a robust design system. I also took the lead in editing and implementing Reels, which contributed to a notable increase in audience engagement and boosted social media statistics. Additionally, I optimized YouTube cover designs, which further improved engagement, driving substantial growth in both subscribers and views. Due to confidentiality agreements, specific performance metrics cannot be disclosed.

LANGUAGES

- Ukrainian — fluent
- English — Intermediate