



Zinaida Melnikova

AD/Visual designer

Personal details

Address: Aivinakatu 12,
15230 Lahti, Finland
Tel.: +358 40 2157714
E-mail: info@zmelnikova.com
Website: www.zmelnikova.com

Strengths

- Artistic sensibility
- Creative mind
- Responsibility
- Ability to work individually and in a team
- Eager to learn new skills
- Ability to work with a tight schedule
- Accurate fulfilling of deadlines
- Multitasking
- Acceptance of criticism

Language skills

- **Russian** _____ Mother tongue
- **English** _____ Fluent
- **Finnish** _____ Fluent

Hobbies

- Travelling
- Fitness
- Cycling
- Skiing
- Hiking
- Finnish language
- Drawing and painting
- Studying of digital marketing

Education

Master of Arts

- **University of Lapland** 2008 – 2010
Degree program: Graphic design. Master of Arts.
- **State Institution of Culture and Additional Education of Saint-Petersburg Government** 2007 – 2008
Specialization: Advertising and public relations.
- **Training center “A.F.Konto” attached to the Academy of Professional Management** 2005 – 2006
Specialization: Print publishing.
- **Saint-Petersburg State University of Culture and Arts** 2000 – 2005
Specialization: Multimedia design. Bachelor of Culture and Arts.

Working experience

> 20 years

- **Art Director/Visual Designer. Entrepreneur.** From 2015
Negotiations with clients to determine the scope of a project; design of various materials for print and digital collateral according to budget, time and production constraints; establishment of creative direction for company and brand; working with other internal and external stakeholders about progress of projects; working on multiple briefs and projects at the same time.
Creating and developing websites, online shops, UI designs, static and dynamic visual content for social media (videos, animations), logos, brand and identity, presentations, print design (catalogues, brochures, customer magazines, posters, fairs stand), newsletters.
- **Mainostoimisto Sektori Oy (Avenla Group). Art Director/Graphic Designer.** 2016 - 2019
Creation of digital and printed design products: websites and Ecommerce, mobile applications, newsletters, catalogues and brochures, logos and visual identity, video animations. Coordination of design process (brainstorming, sketching, prototyping, final implementation, publishing); creation of final designs according to a deadline and a budget; work with other trades and professionals (printheouses, exhibition builders, marketing assistants).
- **Kemppi Oy. Graphic Designer.** 2010-2015
Design of product marketing materials and developing the visual identity of global communication materials to support the brand of Kemppi products in 16 countries: brand guidelines, visual solutions for print and electronic media, advertising campaigns, global and local launches, trade fairs and events, web design and social media materials, newsletters, packaging design, design of corporate souvenirs, printing process control, photographing.
- **Elita ltd. Graphic Designer.** 2006-2008
Design of internal and external marketing products: materials for trade fairs and corporate events, multimedia presentations, advertisement; creation of brand identity for regional subsidiaries; control of printing process and delivery of printed materials.
- **Mebeus. Graphic Designer.** 2003-2006
Design of sales brochures and advertising materials for press; catalogue publishing; web publishing; flash presentations and multimedia presentations.

Specialized skills

- Web design
- UI design
- Logo design
- Branding and visual identity
- Print design
- Animation and motion graphics
- Video editing
- Newsletters
- Basic photography skills
- HTML and CSS

Software skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe AfterEffects
- Adobe XD
- MS Office
- Word Press
- MailChimp
- Figma
- Canva