

# Oleksandra Gubkina

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Newtown, Sydney  
Australia

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PORTFOLIO [olagubkina.com](http://olagubkina.com)

**CAREER PROFILE** I am a Graphic Designer with three years experience working in advertisement and brand identity creation. I have one year of agency experience, creating both print and digital content for my clients. I stay abreast of industry trends, infusing them with my personal style and creativity to ensure each project stands out.

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**WORK EXPERIENCE** GRAPHIC DESIGNER ▶ ALCAR GROUP ▶ Sydney, Australia  
*08/2023 - current*

- ▶ Curated and created content for social media to approach potential clients.
- ▶ Translated financial data into visually compelling Power Point reports.
- ▶ Created brand-consistent invoice designs.

Achievements: Updated companies brand identity by redesigning a logo and setting up a brand book that helped to approach unique clients. Created presentations templates that brought consistency and professionalism to companies brand image.

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GAP: Had to stop working to concentrate more on my Bachelor Degree.

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JUNIOR GRAPHIC DESIGNER ▶ OH MY DOT AGENCY ▶ Prague, Czechia  
*05/2022 - 04/2023*

- ▶ Developed content for TESCO CZ and Ceska Sportelna on a daily basis.
- ▶ Actively collaborated on the ideation and development of innovative advertising strategies for potential clients.
- ▶ Designed and executed web advertisements to achieve campaign objectives.

Achievements: Implemented new brand identity for client's social media. Created multiple campaigns that attracted more followers. Collaborated on creating new advertisement plan that secured us a new client.

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FREELANCE GRAPHIC DESIGNER ▶ FIVERR ▶ Remote  
07/2021 - 02/2022

- ▶ Created logotypes for various clients.
- ▶ Redesigned and created business cards for various clients.

Achievements: Updated a client's business card that helped him with his image in a business environment. Attained skills in customer service and learned how to work with clients to meet their requirements.

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## SKILLS

### *Hard skills:*

- ▶ Adobe Creative Suit ▶ Adobe Photoshop ▶ Adobe Illustrator ▶ Adobe InDesign ▶ Adobe After Effects ▶ Adobe Lightroom ▶ Adobe Premiere Pro
- ▶ Figma ▶ Procreate ▶ Final Cut Pro ▶ MS Office ▶ MS Excel ▶ Windows
- ▶ Mac OS

### *Soft skills:*

- ▶ Creativity ▶ Time Management ▶ Communication ▶ Collaboration
  - ▶ Innovative Thinking ▶ Networking ▶ Presentation Skills ▶ Storytelling
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## EDUCATION

GRAPHIC DESIGN DIPLOMA ▶ Geekbrains Courses ▶ Online  
10/2021 - 10/2022

BACHELOR OF ARTS MANAGEMENT ▶ Prague University of  
Economics and Business ▶ Prague, Czechia  
09/2018 - 08/2023