

# Lyubov Strauss

## Graphic Designer

Portfolio: [www.Lsdesigndigital.com](http://www.Lsdesigndigital.com)

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A freelance graphic designer, print and digital designer, and web designer with visual creative skills. Expertise in print and digital design and creating branding materials.

## Technical Skills

Branding & Identity · Graphic Design · Adobe InDesign · Adobe Photoshop · Adobe Illustrator · Adobe Creative Suite · UI/UX Design · User Experience (UX) · Marketing Design · Brand and Identity · Web Design · Logo Design · Digital Marketing

## Software Proficiency

Adobe InDesign, Photoshop, Illustrator, Adobe XD, Figma, PowerPoint, Excel, Word, Squarespace

## Objective

Graphic Designer

## Work Experience

### Freelance Graphic Designer | Web Designer | UX Visual Designer

LS Design Digital

August 2013 - Present

Denver, Colorado

- Digital and Print Design
- Brand Design
- Web Design
- UX Visual Design
- Responsible for all aspects of design, marketing, project management, branding, and social media
- Support diverse clients with digital, web, and marketing design needs.
- Create social media graphics, brochures, magazines, visual brand identity, web/mobile sites.

### **Production Artist**

Friday Health Plans

Jun 2022 - Aug 2022

Denver, Colorado

- Updated maps with the current Friday Health Plans national locations using Adobe Illustrator

### **Freelance Web Designer, Graphic Designer, Visual Designer, UX Designer**

Catchafire · Freelance

2020 – July 2023

- Websites and brand design for twenty-two nonprofit organizations
- Designed visual brand identity, logos, and marketing assets using Adobe InDesign, Photoshop, and Illustrator
- Website Visual Design
- Website User Experience
- Website Design in Squarespace
- Worked with the client marketing team

### **Digital Designer**

South Metro Denver Chamber

Jan 2020 - Jun 2020

Denver, Colorado

- Created social media graphics for SMDC's annual fundraising event
- Created graphics for social media platforms using Adobe Photoshop, Illustrator
- Help to raise \$11,000 for nonprofits
- Worked with the marketing team

### **Vice President of Marketing, Marketing Graphic Designer, Social Media Chair**

Colorado Business Women (CBW)

Sep 2017 - Nov 2019

Denver, Colorado

- Created and managed the social media and digital presence of the organization
- Responsible for all aspects of design, marketing, social media, and branding for a nonprofit organization
- Developed graphics and content for regular posts and publishing
- Managed email campaigns and maintained the organization's website
- Recognized for effectively developing brand awareness and increasing followers
- Created digital assets for multimedia and graphics projects, including websites, advertising, emails, social media
- Created and managed the CBW Facebook group with 1,000 followers

### **Graphic Designer**

S&D Marketing Advertising

Feb-April 2016-2018

Denver, Colorado

- Three years contract 2016-2018
- Created branding and marketing designs for an annual fundraising event using Adobe InDesign, Photoshop, and Illustrator
- Worked with the marketing team and project managers

### **Production Designer**

TTEC Holdings, Inc

Jan 2018

Denver, Colorado

- Redesigned marketing collateral with a new logo and brand identity
- Worked with the marketing team

### **Magazine Designer**

Harvey Park News Magazine

Feb 2015 - Apr 2016

Denver, Colorado

- Responsible for the design and layout of the monthly magazine
- Doubled the revenue of the magazine in six months

### **Production Artist**

Kroger

Nov 2015 - Jan 2016

Denver, Colorado

- Created designs for the company's national advertising pages with a team of 15 designers and 15 project managers.

## **Education**

Certificate in **Visual Design**

General Assembly, Denver

2021

Certificate in **UX Design**

Google UX Design Certificate

Coursera

2021

Certificate in **Digital Marketing**

University of Denver, Denver

2018

Certificate in **Web Graphics**

University of Denver, Denver

2016

Certificate in **Graphic Design** and **Digital Imaging**

Saint Louis Community College, Saint Louis