



Senior Marketing Designer

[Portfolio](#)[Behance](#)[LinkedIn](#)

Devlight // Creative Design Lead

Jun 2025 - Present

Devlight // In-house Graphic Designer

Jun 2023 - May 2025 2 yrs

Design:

Reduced presentation material development time from 2–3 business days to 2 hours by implementing a scalable graphics library and slide sets for sales activities.

Developed a design system for the new Qommett brand: from stakeholder briefings and shaping the future brand vision to creating guidelines handed off to the implementation team.

Led the Devlight website redesign process: goals, backlog, wireframes, design systems, collaboration with developers, QA, and development of guidelines and process documents for content publishing.

Create key visuals (UI Concepts, Infographics, and Visual Graphics) scalable across all marketing channels: website, ads, SMM, design platforms, and printed materials.

Managed print-ready material preparation for offline events: 100+ page research documents, exhibition stands, merchandise, and interactive boards.

Team:

Established processes and built an autonomous team that creates content for social media.

Art direction of promo videos. Manage tasks for a part-time team (2 motion + presentation designers).

Hire, onboard, and mentor. Implemented a competency matrix, authority map, onboarding process, and skills assessment system.

[Instagram](#)[Devlight.io](#)[Qommett.com](#)

Short projects // Graphic Designer

Sep 2020 - Present

- Developing and adapting static & motion materials across the following domains: Marketing & Advertising, E-commerce, Education (EdTech), Beauty, Esports, Real Estate, Industrial & Manufacturing, Nonprofit.

- Creating brand identities and full-scale design systems.

- Designing and custom-building eCommerce websites on WIX, Shopify, Figma.

[Freelancehunt](#)

Profit Whales // In-house Graphic Designer

Aug 2021 - Aug 2022 1 yr 1 mo

- Developed visual styles for lead magnets and each stage of the funnel: landing pages, ad banners, email campaigns, and PDF guides.

- Scaled the developed visual style across the blog and social media posts.

- Created print-ready layouts for merchandise and offline events.

[Landing page](#)[Merch](#)[Blog](#)

Summary

Deliver projects through marketing strategy and KPIs: align with stakeholders, establish a shared vision, conduct briefings, and drive projects to completion. Provide design solutions that address business objectives within tight deadlines and deliver predictable results.

Skills

UX / Product

Information Architecture

User Flow

In-depth interviews

Competitive analysis

Prototyping

User testing

Management

Hiring

Onboarding & Mentoring

30/60/90 plans, IDP, Design Review

Project & Capacity Planning

Tools

Static: Figma, Photoshop, Illustrator*Motion:* After Effects, CapCut, Blender,

Rive and Spline

AI: Freepik AI Suite, Kive.io, GPTs, Adobe

Firefly, 11Labs, Claude

Web: Wordpress(Elementor), Shopify,

Wix, html/css/js