

# OLENA KHADZHI

multi-disciplinary designer

## Contact:

[hadzhi.com](http://hadzhi.com)

0933184184

[ahalan94@gmail.com](mailto:ahalan94@gmail.com)

## Competency

brand design

editorial design

web-design

action and communication

plan for brand

market research

## Skills:

### Design

Brand Identity

Package

Storytelling

Animation

Video Editing

Illustration

### Tools

Adobe Photoshop

Illustrator

Indesign

After Effects

Final Cut

Figma

Spline

## Languages

Ukrainian

Russian

English

Spanish

Turkish

Hello,

I started my career in 2018 with web design, but quickly get that my kink is whole cycle product development. I worked with FMCG and quick commerce companies, but my guilty pleasure is small, local businesses and excited owners. I have a BA degree in journalism and mass communication (Mechnikov) and master in design and Art Direction (Elisava). I'm looking for a art director, brand designer, or related positions in full cycle brand agency, advertising agency or product company.

## Experience

Graphic Designer, Leo Burnett, Kyiv — 09/2021 - present

I started my internship in September 2021. During it, I worked with adaptation of print and digital materials for Opel, Mitsubishi. Created digital materials for BNP Paribas and L&M. Together with team we developed Christmas company for IQOS Georgia, among all we created pop up store, advent calendar and etc.

My full time job I started in December 2021.

Worked with: Mondelez (Milka, Oreo, Barni, Lux, Tuc), BNP Paribas, Philip Morris, Opel, Peugeot.

Brand Manager/ Graphic Designer, Ava Beauvais, Tbilisi — 02/2021-present

I was hired as graphic designer, but continue to work as a brand designer and developed the whole purchase cycle and brand concept. Analyzed market and added more features, such as community activity as a part of the brand awareness strategy. I also developed the narrative structure and action plan either for brand and virtual character (brand assistant). Together with the client we upgraded the product and prepared

Marketing designer/Graphic Designer, P&G, Madrid — 02/2021 - 05/2021

Online internship as graphic designer/ marketing designer for P&G Baby Care marketing department. Main tasks were to create promotion print and digital materials with strict guidelines.

Marketing designer/Graphic Designer, Glovo, Barcelona — 05/2020 - 08/2020

Designed banners, marketing materials, short animated promo videos for Instagram and Facebook. Developed interactive landing pages.

[More Experience on hadzhi.com](http://hadzhi.com)

## Education

Elisava / Master in Design and Art Direction — Master/ 2021, Barcelona  
Mechnikov University/ Journalism and Mass Communication — 2017, Odesa

## Additional Education

Michigan University /Model Thinking — Online / 03.2021

UAL/ Inclusive Design — Online/ 2019

Facebook Blueprint ; Analytics Academy — Online/ 2021 - present