

Highlights of Qualifications

- ‘Graphic Design - Software Applications’ Certificate (with honours), Conestoga College
- Proficient administrative and strong customer service skills
- Proven attention to detail, diligent and thorough in providing high quality of work
- Excellent ability to learn quickly and work with minimal supervision
- Able to collaborate efficiently with internal and external clients in demanding situations
- Outstanding ability to distinguish between colours

Technical Skills

- Adobe CC, CS5: Photoshop, Illustrator, InDesign, Acrobat
- MAC, PC environments
- Microsoft Office 2007 (Word, Excel, PowerPoint)
- Microsoft Video Editor
- Social Media Marketing (Facebook Publishing Tools, Instagram, Twitter)
- Canva.com tools
- Google Suite: Docs, Sheets, Gmail, Slides, Meet
- Wordpress, Joomla! content management systems
- Portfolio: www.nadya.gutkina.com

WORK HISTORY

Graphic Designer / Social Media Marketer Independent Consultant (Waterloo, ON)

Jun 2020 - present

Graphic Design

- Inquire customers for their printing needs, obtaining all the necessary specifications of projects
- Search and implement necessary artwork for customers’ projects
- Use graphic design software (Adobe Illustrator, InDesign, Photoshop) to create from scratch or redesign business cards, signs, postcards, window decals, etc.
- Design graphics for social media marketing
- Create and edit videos using Microsoft Video Editor
- Prepare and revise if needed design proofs for customers until the full approval is obtained
- Arrange for printing of small signs, promotional materials according to customers’ specifications

Social Media Marketing

- Organic social: posting regularly compelling & creative content to Facebook pages: Pompeii Day Spa (Pompeii Day Spa), Romira Bookkeeping (@romira.ca), Maurizio’s Barber Shop (@mauriziosbarbershopwaterloo), Nadya’s Design (@NadyasDesign) attracting new clients & increasing engagement (number of followers of Pompeii Day Spa page increased by 10%)
- Data analysis: checking Insights in order to evaluate reach and engagement of posts, adjust content accordingly
- Utilizing Facebook Publishing Tools as well as Canva.com tools to create a variety of compelling content and post it regularly with customer’s approval
- Finding interesting content for customers, taking photos or making videos as needed
- Constantly communicating with customers to make sure all posts are on brand

Graphic Designer / Inside Sales / Print Production and Finishing Westmount Signs & Printing (Kitchener, ON)

Jan 2018 - Mar 2020

Graphic Design

- Inquired customers for their printing needs, obtaining all the necessary specifications of projects
- Searched and implemented necessary artwork for customers’ projects
- Prepared design proofs for customers according to the company’s guidelines, using electronic template
- Revised proofs for customers if needed until the full approval is obtained
- Prepared customer submitted artwork for print: checked and corrected size, resolution, converted flatten and outline, added bleeds when necessary and then sent to production; ensured quality control of the printed proof
- Used graphic design software (Adobe Illustrator, InDesign, Photoshop) to create from scratch or redesign custom business cards, signs, postcards, flyers, brochures, labels, banners, restaurant menus, door hangers, forms, logos, etc.
- Created promotional materials for existing customers using their templates on file and following their corporate standards
- Handled multiple projects, many of which had conflicting deadlines
- Completed design projects independently with minimal guidance
- TV screen menus design

Customer Service

- Answered phone calls, dealt with walk-ins, responded to e-mails in a timely and courteous manner
- Communicated information to customers about company's products based on their needs, advised on the best use of media
- Took orders from customers over the phone, via e-mail or in person
- Worked out quotes based on customers' specifications (quantities, stock, colours, finishing etc.) including getting quotes from stock suppliers and outsourcers; finding the best way to do the customer's job with minimal costs
- Negotiated prices and conditions of orders' fulfillment
- Kept customers informed about the status of their jobs
- Established and maintained high levels of customer satisfaction and professional relationship
- Increased customers retention (during the merge of Williamsburg Printing and Westmount Signs & Printing)
- Communicated print-ready file requirements to customers
- Followed up with customers to make sure proofs and quotes had been received

Administrative

- Completed relevant paperwork from initial quotation to project completion using an electronic system and following company's rules and guidelines
- Marketing research of competitors' prices
- Accurately maintained records of customers' orders
- Kept filing system according to company's guidelines
- Processed payments using POS terminal, cash or cheques
- Dealt with suppliers and subcontractors

Print Production

- Set up files for print on Konica Minolta 8000, 6500, 1100, Xante Impresia
- Cut and trimmed using professional cutter
- Finishing works (laminating, folding, etc.)

Graphic Designer / Customer Service Williamsburg Printing (Kitchener, ON)

Sep. 2016 - Dec. 2017

Graphic Design

- Gathered customer's requirements for printing projects
- Sourced adequate artwork for customers' projects
- Prepared and amended proofs for customers according to their requirements, gained full approval
- Ensured customer submitted artwork was print-ready; whenever necessary added bleeds, crop marks etc.
- Used graphic design software (Adobe Illustrator, InDesign, Photoshop) to create from scratch or redesign custom business cards, signs, postcards, flyers, brochures, labels, banners, door hangers, forms, magazine ads, logos, etc.
- Created electronic templates for customers (MS Word, MS Excel)

Customer Service

- Answered phone calls, dealt with walk-ins, responded to e-mails in a courteous manner
- Took orders from customers over the phone, via e-mail or in person; gave information to customers about company's products
- Established and maintained high levels of customer satisfaction
- Contacted customers when orders are ready, ensuring quality control (checking orders before they go out)
- Communicated print-ready file requirements to customers
- Followed up with customers to make sure proofs were received

Administrative

- Completed relevant paperwork from initial quotation to project completion
- Coordinated printing, finishing, delivery of jobs to ensure the deadlines were met; shipping orders if necessary
- Issued invoices using Simply Accounting software
- Processed payment transactions using POS terminal
- Handled cash payments
- Accurately maintained file management
- Updated LED sign with promo information

Graphic & Website Designer/Customer Service (Volunteer)
VTG (Kitchener-Waterloo community newspaper issued in Russian language)

Mar. 2010 – July 2017

- Performed quality control of each newspaper issue; ensured all issues follow the newspaper’s corporate branding standards; updated newspaper’s website content and kept website’s backups
- Responded to inquiries by telephone, in person, or e-mail from the public, subscribers and other staff members; provided current information and/or forwarded them to the appropriate staff as required; maintained correspondence in a professional manner
- Created and edited the layout of articles using Adobe InDesign CS5; processed images for the articles using Adobe Photoshop CS5 or creating artworks as needed in Adobe Illustrator CS5
- Collaborated with the print shop: prepared a separate file for printing in accordance with the requirements, signed the proof, resolved any issues that arise
- Worked out the layout, workflow and functionality of VTG website (www.kwgazeta.org) using WordPress, Photoshop CS5, Illustrator CS5

OTHER VOLUNTEER EXPERIENCE

Volunteer for Waterloo Region for Medical Freedom

Oct 2021

- Designed graphics for an event for social media: Facebook, Twitter, Instagram and email blast

Volunteer for People’s Party of Canada

Sept 2021

- Designed graphics for an event for social media: Facebook, Twitter, Instagram and email blast

Volunteer in Kindergarten Class

Apr. 2016 - June 2016

Brigadoon Public School (Kitchener, ON)

- Worked with small groups of students on skill development as directed by the teacher
- Listened and encouraged students as they practiced reading or writing skills
- Held an origami workshop for small groups of students
- Field trip supervision
- Baked for bake sale and events
- Assisted young students with keeping their belongings in order

EDUCATION

Conestoga College (Kitchener, ON)

2013 - 2015

Graphic Design - Software Applications program - Certificate, with honours

Moscow State Academic Art School of 1905 Year’s Memory

2004 - 2005

Advanced training on the speciality: Interior Design

Moscow Power Engineering Institute (Russia)

1990 - 1996

Focused on Technology and Design of Electronic Computing Systems