



# OLEKSII AVRAMCHUK

## Lead Graphic Designer

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📍 Kraków, Poland

🏠 Willing to relocate

As a Graphic Designer with 7+ years of experience, I specialize in creating visually compelling designs that engage audiences and align with brand values. My expertise spans across branding, data visualization, motion graphics, and marketing collateral for both online and print media.

I've held key roles in leading brand identity initiatives, mentoring design teams, and transforming complex data into clear, impactful visuals. From delivering polished, data-driven infographics at Infowithart to managing a brand's evolution at Leadoo, I combine creative vision with attention to detail to produce high-quality work that drives results.

## Skills

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe Premiere • After Effects • CorelDraw • Branding • Communication skills • Typography • Graphic Design • Motion graphics • Project management • Marketing • Data visualisation • Web Design •

## Experience

### Lead Graphic Designer

Leadoo Marketing Technologies

February 2019 to Present

As a Lead Graphic Designer at Leadoo, I've led and maintained the brand identity through the company's evolution from a small startup to a fast-growing, well-established business.

I play a key role in developing and upholding brand guidelines and ensuring consistency across the product ecosystem and all online and offline touchpoints. My responsibilities include creating visuals for diverse mediums, primarily focusing on delivering cohesive and impactful brand communications.

### Senior Graphic Designer

Infowithart - Khmelnytskyi

February 2017 to February 2019

At Infowithart, I advanced from Junior to Senior Graphic Designer, specializing in data visualization and infographic design. I led a team of 4 designers, managing workflows and mentoring while delivering impactful visuals for diverse clients. This role sharpened my leadership, multitasking, and design skills, creating data-driven infographics that effectively communicated insights and supported client goals.

### Packaging Designer

Corrugated fiberboard and paper factory

2013 to 2015

- Creating designs, concepts, cutting dies, and layouts of boxes for various products and purposes.
- Preparing illustrations and sketches of material, discussing it with clients or supervisors and suggesting possible improvements.
- Ordering cliches and cutting dies to manufacture final packaging.
- Arranging instructions for workers, as well as preparing final files for printing.
- Reviewing the quality of the final packaging.

## Education

### Master's Degree of Arts in English Language and Literature

The National University of Ostroh Academy

2010 to 2015

Diligent Master of Arts in English Language and Literature graduate with a focus on critical analysis, advanced writing, and historical context. I gained comprehensive experience in academic research, teaching, and digital literacy during my studies at The National University of Ostroh Academy

### Portfolio:

📄 [www.avramchuk.com.ua](http://www.avramchuk.com.ua)