

Kseniia Popova

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SUMMARY

Brand Visual Designer with 5+ years of experience creating cohesive visual systems, brand assets, and digital design for hospitality, travel, and lifestyle brands. Specialized in brand identity, social media visuals, web design, and marketing materials that ensure consistent, professional, and impactful visual presence across print and digital channels. Experience includes in-house and freelance work with international clients, including a large Italian coffee brand in Ukraine, restaurants in Chicago, and a travel company. Proficient in Figma and Adobe Creative Suite, collaborating with cross-functional teams to translate brand values into effective visual solutions. Currently seeking remote opportunities as a Brand, Visual, or Web Designer in creative or product-driven teams.

EDUCATION

Kyiv National University of Technologies and Design

Bachelor of Arts,

Kiev, Ukraine

May 2016

Kosygin Institute of Design

Master's Program in Applied Arts

Moscow, Russia

May 2018

EXPERIENCE

Brand Designer / UX/UI Designer

RX Travel

July 2025 – December 2025

Chicago, IL

- Designed and evolved the brand visual system for a travel company, ensuring consistency across digital marketing and product touchpoints.
- Created UX-focused layouts and UI components for web and marketing pages, emphasizing clarity, hierarchy, and user flow.
- Developed landing pages, social media visuals, and marketing assets aligned with brand and UX principles.
- Built reusable Figma components to maintain design consistency across projects.
- Collaborated with stakeholders to translate business goals into user-friendly visual solutions.

Visual Designer

One North Kitchen and Bar

July 2023 – July 2025

Chicago, IL

- Led visual design for a Chicago Loop restaurant, establishing a consistent and recognizable brand presence.
- Designed and launched a fully responsive website communicating the restaurant's concept and offerings.
- Created menus, promotional materials, and social media visuals for print and digital platforms.
- Maintained a cohesive visual identity applied consistently across all touchpoints.

Graphic Designer

Freelance

2022 – 2023

Chicago, IL

- Completed small freelance projects while relocating to the US, focusing on building local experience and improving professional English.
- Worked primarily in hospitality design projects.

Graphic Designer

LLC LIBERTY (Ukraine)

2020 – May 2022

Kiev, Ukraine

- Designed packaging, calendars, branded merchandise, and promotional materials for a large Italian coffee brand.
- Created digital and print advertising assets including banners, posters, T-shirts, emails, and illustrations.
- Collaborated with marketing and retail teams to ensure brand consistency across all channels.
- Role ended due to the war in Ukraine.

DESIGN SKILLS

Design Software: Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, Canva, WIX

Design Expertise: Brand Identity, Visual Systems, UI/UX Design, Layout, Typography, Social Media Design, Marketing Collateral

Soft Skills: Cross-functional Collaboration, Communication, Project Management, Usability