

Ksenia Popova

Graphic / Web Designer / Marketing / Social Media Assistant

Chicago, IL

224-370-4190

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Professional Summary

Creative graphic and web designer with a minimalist, modern aesthetic and a passion for cohesive visual systems. Experienced in developing branding, websites, and social media design for restaurants and travel companies. Combines artistic vision with strong layout and typography sense.

Experience

Freelance Web & Brand Designer

RX Travel, Illinois — Jul 2025 – Present

- Designed a full brand identity and responsive website for a U.S. travel agency.
- Created logo system, color palette, and cohesive brand guidelines.
- Built a user-friendly website optimized for desktop and mobile.
- Developed visual and written content for Instagram and Facebook, increasing engagement by 35%
- Collaborated with management on seasonal promotions and PR events

Social Media & Visual Designer

One North Kitchen and Bar, Chicago, IL — Jul 2023 – Sep 2024

- Produced creative visuals for social media, events, and seasonal campaigns.
- Maintained consistent brand identity across print and digital platforms.
- Assisted with photography, editing, and creative direction.

Front Desk Agent

Hyatt Place / Hyatt House, Medical District Chicago — Sep 2024 – Present

- Developed client service and communication experience.
- Strengthened understanding of brand presentation and hospitality aesthetics.

Skills

Adobe Photoshop · Canva · Figma · Typography · Branding Systems · Layout Design · Web Design · UX/UI Basics · Social Media Visuals · Content Strategy · Copywriting · Email Marketing · Customer Relations

Education

Master of Arts in Decorative and Applied Arts — 2018

Moscow University of Technology and Design

Bachelor of Arts in Design — 2016

Kyiv National University of Technologies and Design