

# Kseniia Popova

Junior Graphic & Web Designer | UI/UX | Branding | Social Media Content

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## Summary

Creative Graphic & Web Designer with experience in web design, branding, and social media content management. Proven track record in designing websites and visual identity systems for hospitality and travel businesses. Skilled in Figma, Wix, Squarespace, Adobe Creative Suite, and creating cohesive brand experiences.

## Experience

### **Liberty — Junior Graphic Designer**

Kiev, Ukraine | 2021 - 2022

- Developed marketing and branding materials for clients across multiple industries
- Created web layouts and social media visuals to enhance brand presence
- Collaborated with team to ensure cohesive visual identity

### **One North Kitchen & Bar — Freelance / Project Work**

Chicago, IL | 2024 - Feb 2025

- Designed website and managed social media content for the restaurant
- Improved visual identity and engagement through cohesive design system

### **RX-Travel — Freelance / Project Work**

Chicago, IL | Aug 2025 - present

- Created full brand book, website design, and social media visuals
- Developed a consistent and modern aesthetic for the company's online presence

## Education

Bachelor of Arts, Kyiv National University of Technologies and Design, 2016

Master's Program in Applied Arts, Kosygin Institute of Design, Moscow, 2018

## Skills

- Design: UI/UX, Web Design, Branding, Typography, Layouts
- Tools: Figma, Adobe Illustrator, Photoshop, Canva, Squarespace, Wix
- Social Media: Content Creation, Instagram Management, Visual Storytelling