KATIA POULEVA

Graphic Design Expert
& Marketing Specialist

CONTACT

Remote (Central NJ)

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www.katiapouleva.com

SOFTWARE

- Adobe Creative Suite
- Microsoft 365 Suite
- Google Suite
- WordPress
- Smartsheet
- Buffer, Hootsuite & other CMS

EXPERTISE

- Expert Graphic Design Skills
- Photo Editing & Manipulation
- Social Media Marketing
- Content Creation & Management
- Copywriting & Proofing
- Campaign & Event Marketing
- Brand Management
- UX / UI Design (Web, Apps, Video Games)
- Production Art & Large-format Printing
- Iconography & Data Visualization
- Marketing Analytics
- Basic CSS & HTML

SOFT SKILLS

- Project Leadership & Management
- Art Directing & Supervising Junior Designers
- Strong Work Ethic & Professionalism
- Light & Positive Attitude
- Team Collaboration
- Creative & Innovative Thinking
- Time Management & Fast Workflow
- Great Attention To Detail
- Self-sufficient & Quick Learner

PERSONAL INTERESTS

Art & Design, Photography, Fashion, Travel, Pop Culture (Movies, Music, Video Games, Reality TV, Memes), Space Exploration, Fitness & Wellness, Gardening, Hockey, Cats

ABOUT

Creative professional with 20+ years of experience designing and managing projects from inception to completion in corporate, startup, and higher education work settings. Experienced in directing and managing junior level designers. Always ready to face creative challenges and visually solve the impossible! Digital portfolio can be viewed at **www.katiapouleva.com**

PROFESSIONAL DESIGN EXPERIENCE

- **MARKETING SPECIALIST @** *Rutgers University • New Brunswick, NJ (2013–Present)*
  In charge of creating, managing, and executing strategic marketing and brand initiatives with a consistent identity across all platforms (print, social media, digital, photo, video) for 23 departments under the Division of Student Affairs. Supervisor to a team of junior level designers.
  - On average will design 200 projects annually with 1,000+ individual assets for campaigns, events, classes, programs, signage & more.
  - Rebranded the Recreation department with a new look that adheres to university brand standards.
  - Helped create a marketing request Smartsheet system that tracks projects with an assigned dollar value to our in-house printing.
  - Created a new digital and print footer system that is followed divisionally.
  - Came up with a brand guide booklet for students to follow when working on assigned projects.
  - Administrative duties include divisional committees, overseeing data analysis that breaks down project quantity & costs, maintaining design inventory, acquiring quotes from vendors, completing purchase orders, and more.
  - **Served as Interim Assistant Director of Marketing & Communications** (Oct. 2014–Mar. 2015). Lead a team of ten students, managing their marketing efforts for the Recreation department. Supervised workflows, schedules, and payroll. Oversaw social media and web content to effectively market classes, programs, and events. Coordinated and directed photo/video shoots. Advised clients on marketing needs and created full campaigns from start to completion.

- **USER INTERFACE ARTIST @** *Gameloft • Manhattan, NY (2012–2013)*
  Worked as UI Artist on large projects for clients like Marvel and Disney Pixar in a fast-paced environment for a leading global publisher of digital and social games.
  - Collaborated and effectively communicated with a team of game designers, writers, programmers, 3D artists, and producers, both locally and at the headquarters office in Paris, France. Met multiple tight deadlines and juggled different design tasks simultaneously.
  - Designed motion graphics, icons, buttons, menu layouts, 2D art, and a variety of user interface assets for published mobile games, such as *Disney Pixar's Cars: Fast as Lightning*.

- **CREATIVE DIRECTOR @** *Middlemind Games & JB Consulting • New Brunswick, NJ (2006–2012)*
  Operated as the main Creative Director, Senior Graphic Designer & Game Artist for a two-company startup – Middlemind Games (indie game developer) and JB Consulting (custom software developer).
  - Created hundreds of national best-selling mobile wallpapers and custom icon themes for the T-Mobile SideKick, Android, BlackBerry.
  - Designed icons, UI, and 2D art for Android and iOS mobile games and apps (*Color Ball, Stacks, Conquest, Tyre, Doodle Bot, Rate My Pic*).
  - Ran online marketplace for original merchandise and art.
  - Created logos, web banners, website layouts, icons and several other web design elements for a variety of pharmaceutical clients.
  - Redesigned both company brands.

- **ASSISTANT GRAPHIC DESIGNER @** *Rutgers University • New Brunswick, NJ (2003–2006)*
  Filled the role of Assistant Graphic Designer for the Campus Information Services department and served on the Marketing Committee.
  - Created electronic billboard slides for RU-TV, an award-winning 100+ channel university TV network.
  - Designed posters, flyers, t-shirts, campus maps, business cards, and promotional items.
  - Created a TV channel guide card which was distributed to all university dorm rooms.
  - Received a *Graphic Design Assistant Stellar Service Award* for my work as a student designer.

EDUCATION

MASON GROSS SCHOOL OF THE ARTS @ *Rutgers University • New Brunswick, NJ (2002–2006)*
Graduated with a Bachelor of Fine Arts. Majored in Visual Arts with a Concentration in Graphic Design.

ACHIEVEMENTS

- Generating consistent sales of original artwork on zazzle.com for over a decade *(Present)*
- Created graphics for "*Advanced Unity Game Development; Build Professional Games With Unity, C#, And Visual Studio*", a computer programming book published worldwide by Apress Media LLC, both print and electronic *(2022)*
- Completed a Google Universal Analytics Essential Training course *(2020)*
- Designed UI art for an indie game *"Hover Racers"*, published on the web, Google Play, and Apple App Store *(2017)*
- Completed a Marketing Communicator Certificate Program *(2016)*
- Attended Adobe MAX, a leading global creativity conference *(2016, 2017, 2020, 2021)*
- Illustrated and self-published a 120 page coloring book, *"Kids' Cute & Cuddly Coloring Book"* on Amazon.com *(2012)*
- Designed UI and art for an indie game *"Color Ball"*, published on Amazon Kindle, NOOK, and Xbox 360 game consoles *(2012)*