



Zoe Sashin

Mid/Senior Designer

📍 London, UK

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Links

[Website](#) [LinkedIn](#)

Languages

English (Fluent)

Russian (Fluent)

Hebrew (Work Proficiency)

About

Creative individual with a background in branding & identity, layout design, POS, web & interface design and photography, who excels in managing projects from concept to completion.

Experienced at working on international/multilingual projects in various industries - either agency-based, in-house or freelance. Passionate about all things creative, but also comfortable with being involved in the production side of things when needed.

Specialties: Branding & identity, print / digital / web / social media design, typography, animation, photography, video editing

Software: InDesign | Illustrator | Photoshop | After Effects | Premier Pro | Adobe XD | Figma | Quark | Microsoft Office and more

BRANDS WORKED WITH

- Coty
- Gap
- Kambi
- McDonald Butler
- Pip Printing & Marketing
- the Snippet
- Williams Lea Tag

Experience



● Marketing Communications Designer

Kambi | Jan 2021 - Feb 2022

Participating in various print and digital campaigns, creative concepting, occasional video & animation work, annual & seasonal reports, PPT presentations, events & internal comms design.

● Designer

McDonald Butler | Sep 2019 - Oct 2020

Creating design for various print and digital campaigns, participating in creative concepting, mentoring a junior designer. Clients include: Dell, IBM, VMware, AWS (Amazon), Google, Cisco, Adobe, Citrix, Fujitsu, DXC, Interxion, Worldpay and many more.

● Graphic Designer / Creative Artworker

| Aug 2018 - Sep 2019

Working on freelance contracts as a print / digital designer & artworker at various companies / agencies such as Trailer Park, Anomaly London, 23red, French Connection, FitFloP, WK360, Control Risks, Arcadia Group, Hunter Design, Space NK, Smart Group, Karen Millen, Krow, The Body Shop, Prodigious and more.

● Creative Artworker (FT contract)

Gap | Feb 2018 - Aug 2018

Creating windows/in-store graphics, hoardings, digital newsletters & banners (including occasional animation) for Gap Outlet seasonal and marketing campaigns.

● Creative Artworker for H&M

Williams Lea Tag | Mar 2014 - Sep 2017

Working on a multitude of H&M campaigns, mainly producing dual-language artwork for the Middle Eastern markets; Assisting brand managers with creating dual-language layouts and templates; Occasionally helping out on other accounts, such as Burberry, Tommy Hilfiger, Kellogs, Symantec, Lufthansa and more.

- **Graphic Designer**

Pip Printing & Marketing | Sep 2013 - Mar 2014

Designing & producing wide range of artwork to a high standard for print and digital, with the main focus on Healthcare industry; Operating digital printing equipment.

- **Graphic Designer / Creative Artworker / Photographer**

| Oct 2008 - Sep 2013

Clients include: DHL & Land Rover at Tag; Pokit (pokit.co.uk); PDP (pdp.co.uk); Camden Council; Oracle at Marketing Options Int. (moi-global.com) and many more.

- **Graphic Designer / Artworker**

the Snippet | Jan 2007 - Sep 2008

Producing the publication from scratch; Advertising design; Managing photo libraries; Maintaining and editing company web site



- **Graphic Designer for Rimmel & Mass Fragrance**

Coty | Mar 2022 - Now

Education & Training

2002 - 2004

- **Institute of Economics and Culture**

Master's degree, Design

1998 - 2002

- **Institute of Design and Advertising, Moscow, RF**

Bachelor's degree, Advertising Design