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# OLEKSANDRA MALYAR

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## EDUCATION

**GEORGE MASON UNIVERSITY, FAIRFAX, VA – SEP 2020-MAY 2022**

MASTER OF ARTS, GRAPHIC DESIGN

**KHARKIV STATE ACADEMY OF DESIGN AND ARTS, UKRAINE – SEP 2017-DEC 2018**

MASTER OF FINE ARTS, DESIGN OF VISUAL COMMUNICATIONS

**KHARKIV STATE ACADEMY OF DESIGN AND ARTS, UKRAINE – SEP 2013-JUN 2017**

BACHELOR OF ARTS, GRAPHIC DESIGN

## EXPERIENCE

**GRADUATE ASSISTANT OF MARKETING AND COMMUNICATIONS, STUDENT SUCCESS COACHING | GEORGE MASON UNIVERSITY – AUGUST 2021 - MAY 2022**

Creating promotional elements for the Student Success Coaching and Patriot Experience units, developing creative strategies, helping with in-person events, designing presentations and advertising banners.

**GRAPHIC DESIGNER, COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT | GEORGE MASON UNIVERSITY – MARCH 2021 - OCTOBER 2020**

Actively taking part in generating creative solutions for marketing department, creating promotional content for prospective students, designing presentations and booklets for faculty and students' use.

**DESIGNER, PAC | GEORGE MASON UNIVERSITY – OCTOBER 2020 - JUNE 2020**

Creating promotional illustrations, generating creative ideas for on and off-campus events, developing unique modern style of the flyers for the promotions, participating in campus events, helping to enhance the image of the organization.

**GRAPHIC DESIGNER, NON PROFIT ORGANIZATION "KULTURNA AGENZIA A", UKRAINE – 2020 - PRESENT**

Creating promotional flyers for social media channels, developing marketing campaigns on and off line, creating animations and editing video-clips. Designing landing pages for the organization. Creating ready-to-print elements for off-line events, including badges, hangers, signs and navigation. Designing merchandize to promote the organization.

**JUNIOR ILLUSTRATOR, ANTOINE CORBINEAU STUDIO, FRANCE – 2019-2020**

Prepared files for printing and future usage, conceptualized illustrations for commercial use, demonstrating great communication skills, by participating in all the meetings held in French-English-German. Communicated with clients, held briefs.

#### **GRAPHIC DESIGNER, A4+ PRINTING HOUSE, KHARKIV, UKRAINE – 2019**

Worked individually as well as part of the team, managing projects from idea to realization. Created guidebooks, presentations, posters, flyers, integrated them into social media. Took over the illustration branch, brought animation sphere into the studio.

#### **GRAPHIC DESIGNER, GRAFPROM, KHARKIV, UKRAINE – 2018-2019**

Worked with restaurants and hotels, developing branding guidelines. Held meetings with clients and prepared audits. Prepared files for printing, communicated with printing houses and curated the pre-press process.

#### **CURATOR/DESIGNER, THE 4TH BLOCK, KHARKIV, UKRAINE – 2018**

Curated the International ecological poster triennial in 2018, designed catalog with 600 posters, met and greet all the international design jury, organized lectures, curated volunteers and was in charge of the expositions.

#### **ENGLISH TEACHER, YELLOW SUBMARINE, KHARKIV, UKRAINE – 2016-2017**

Taught English to adult and kids groups, developed individual programs, introduced new playful methodic of teaching. Made classes more interactive, added game into the learning process.

### **SKILLS**

- Languages: Ukrainian (Native), Russian (Native), English (Fluent), German (Pre-Intermediate), Spanish (Beginner), French (Beginner).
- Proficient with Adobe Creative Suite, Microsoft Office Suite, WordPress. Have basic knowledge of HTML, CSS, Java.
- Experienced with social media channels.
- Comfortable with any professional photo and video equipment.

### **ADDITIONAL INFO**

- Wrote a book on ecological and social design projects of the XXI century (currently in publishing).
- Won the national competition for the best postal stamp dedicated to 50th Anniversary of Ukraine-Canada relationship.
- Became an exchange student in Future Leader Exchange Program (FLEX) and spent a year in the USA (Asheville, NC) living with a host-family.