Yana Zakharova

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CERTIFICATION

WES – World Education Services	November 2020
Google - The Fundamentals of Digital Marketing	March 2018
International Print Biennale Yerevan	March 2023

EDUCATION

Armenian-Russian University, Yerevan, Armenia   July 2020
Master of Media, Advertising and Film Production
Dean's List | Honored Graduate Student

University of International Economic Relations
Bachelor's Degree in Jurisprudence

EXPERIENCE

Ardshin Bank, Rasco Armenia CJSC   May 2023
Brand Consultant

Armenian-Russian University, Yerevan, Armenia   April 2023
Lecturer

LLC Epactto   September 2020
Founder

Establish distribution networks for products and services, initiate market research studies and analyze their findings, assist in product development.

- Plan, organize, direct, control, and evaluate the design, development, and maintenance of Internet and mobile applications to manage an organization's online presence, including public relations, communications, and commercial activities.
- Consult with clients to establish the overall look, graphic elements and content of communications materials to meet their needs.
- Determine the medium best suited to produce the desired visual effect and the most appropriate vehicle for communication.
- Prepare sketches, layouts, and graphic elements of the subjects to be rendered using traditional tools, multimedia software, and image processing, layout and design software.
- Estimate the cost of materials and time to complete graphic design.
- Use existing photo and illustration banks and typography guides or hire an illustrator or photographer to produce images that meet clients' communications needs.
- Establish guidelines for illustrators or photographers.
- Coordinate all aspects of production for print, audio-visual or electronic materials, such as Websites and interactive terminals, and coordinate sub-contracting.

LLC Idea Foundation, Yerevan, Armenia   March 2019 – Present
Tourism and Urbanism Foundation (TUF)
Graphic Designer

- Create presentations, brand identity, and print materials for outdoor advertising
- Collaboration with artists and create art concepts for projects, integrating them into identity
- Consult with clients to determine the nature and content of illustrations to meet their communications needs
- Coordinate all aspects of production for print, audio-visual or electronic materials, such as Web sites, CDs, and interactive terminals

CIS Armenia Cambridge International School   December 2022
Teacher of Creative Drawing

- Collage creation
- Academic drawing basic skills
- Color theory

LLC Shant TV, Yerevan, Armenia   September 2014 – September 2015
Magazine Designer

- Created a structure of magazine from scratch
- Created a cover for the magazine
- Worked with copywriter
- Edited a photos and layout preparing for printing

Animation Studio named after Robert Sahakyanc, Yerevan   November 2008- October 2009
Designer

- Prepared sketches layouts and graphic elements of the subjects to be rendered using traditional tools multimedia software and image
- Produced 2-D computer illustrations

SKILLS and CORE COMPETENCIES

- Adobe Software (Photoshop, illustrator, InDesign, After Effects, Lightroom), Figma, Excel, PowerPoint, and Outlook
- Highly motivated self-starter with the ability to work equally well independently and as a team
- Ability to manage multiple tasks
- Come up with a unique design for clients, brainstorming ideas, and work with copywriting team

LINKS to SOCIAL MEDIA

https://www.instagram.com/epactto/https://www.instagram.com/yana_100z/
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https://www.instagram.com/arwest.co/