



GET IN TOUCH



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# TATYANA HOLODNova

**SR. GRAPHIC DESIGNER, ARTIST**



## PROFESSIONAL SUMMARY

Creative and dynamic Graphic Designer with 15+ years of experience in creating visually compelling designs, applying layout & design principles, and ensuring high quality content. Proficient in conceptualizing & executing mockups, adhering to technical specifications, and utilizing digital design techniques. Adept at driving conversion rates, overseeing project management, and developing optimized marketing campaigns.



## WORK EXPERIENCE

### Graphic Designer III

**Kimberly-Clark | Irving, TX | August 2023-present**

- Drive business growth by conceptualizing & executing mockups, increasing Amazon+ content impact by 25%.
- Improve click-through rates and guide design strategy by executing A/B testing on digital assets, leading to more informed creative decisions.
- Boost production efficiency by 25% by delivering precise, production-ready assets with minimal need for revisions.
- Ensure high-converting, brand-consistent visuals across product categories by collaborating cross-functionally with design, marketing, and product teams.
- Spark national campaign success by contributing innovative design concepts through collaborative brainstorming, several of which were adopted and implemented.

### Graphic Artist

**E-Filliate, Inc. | Rancho Cordova, CA | April 2017-June 2023**

- Developed Amazon A+ content that boosted product sales by 70% through strategic layout and compelling visual storytelling.
- Created packaging for a wide range of consumer electronics, enhancing shelf appeal and brand consistency across national retailers.
- Designed and delivered 300+ assets across print and digital channels, supporting multi-platform marketing campaigns.
- Branded and designed the TravelDepot mobile app UI/UX, improving usability, increasing downloads, and earning positive feedback.
- Produced trade show visuals, sales collateral, and infographics that elevated brand visibility and improved sales team effectiveness.

### Co-Founder & Visual Graphic Designer

**Fandango Media Group | Grass Valley, CA | February 2012-April 2017**

- Co-founded a design company, helping start-ups and small businesses build brand identities, websites, and marketing collateral.
- Developed high-end catalogs for artists and fine jewelers, and designed logos, email campaigns, and marketing materials.
- Created packaging and labels for industries like medicine and supplements, ensuring consistency and compliance.
- Managed end-to-end project lifecycles, delivering high-quality design solutions across digital and print platforms.



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## EDUCATION

**Stroganov Moscow State University of Industrial and Applied Arts**  
**Bachelor of Arts (BA) in Graphic Design**

Graphic Design, Brand Identity, Publication Design, Typography, Packaging, Photography, Fine Arts.

**Sierra College**  
**Graphic Design**

Graphic Design, Web Design, Photoshop, InDesign, Illustrator, Dreamweaver, Flash, HTML



## TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Adobe XD), Figma, Typography, Brand Identity, Amazon A+ Design, A/B Testing, Motion Graphics (After Effects), Layout & Composition, Digital Marketing Design, Packaging, Print, Email & Social Campaigns, Presentation Design, HTML/CSS.



## LINKS

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