Galina Kunitsa

Graphic Designer
Ukraine · Remote

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SUMMARY

Creative designer with 10+ years of experience in visual design, UI interfaces, websites, motion graphics, typography, and digital content creation. I specialize in creating engaging visuals and user-focused experiences for brands, social media, games, and digital products - combining aesthetics, storytelling, and functionality.

What I do: Visual Design · UI Interfaces · Social Media Creatives · Motion & Video Content · Brand Visuals · Digital Storytelling · Game Background Design · Game Asset Packs · Game Art Creation · AI-Enhanced Content Production

Software I use: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) · Figma · Krita · Canva · PowerPoint

AI Tools I Use: Magnific (formerly Freepik) · Midjourney · Firefly · Krea · Vidu · LetsEnhance

EXPERIENCE

FOUNDER • CREATOR & CONTENT DESIGNER | Pixel Marten - Independent Creative Project | *Oct 2025 - Present*

- Developed and managed an original digital character project for social media platforms to promote and support a project focused on selling graphic design assets
- Created the character's visual identity, personality concept, and communication style aligned with the brand and product positioning
- Produced engaging multimedia content including graphics, short-form videos, posts, and storytelling materials to drive audience interest and product awareness
- Managed social media accounts on platforms such as TikTok, Instagram, YouTube and Pinterest
- Used AI-assisted tools such as Magnific (formerly Freepik), LetsEnhance and Vidu to accelerate content creation and support visual production workflows while maintaining consistent output
- Delivered final visual and video assets using Adobe Creative Suite, including Photoshop, Illustrator, After Effects, and Premiere Pro
- Analyzed audience performance metrics and optimized content based on engagement insights and conversion goals

GRAPHIC DESIGNER | **Pin-Up Global** | *Oct 2024 - Sep 2025*

- Designed social media banners and digital marketing creatives
- Created visual assets for online events and campaigns
- Developed custom icon packs aligned with brand guidelines
- Produced brand-consistent materials based on corporate identity system
- Adapted visual content for different regional markets and requirements
- Used AI image generation tools and refined generated visuals for production use

GAME ART & ASSET DESIGN | **NONAME.DIGITAL** | *Oct 2023 - Mar 2023*

- Created 2D raster and vector assets for game projects
- Designed characters and costumes
- Delivered production-ready artwork for in-game implementation

PRINT PRODUCTION DESIGNER | **Kronas** | *Jun 2023 - Oct 2023*

- Designed product catalogs and editorial layouts
- Retouched product photography and marketing visuals
- Prepared print-ready and digital production files
- Processed vector-based technical illustrations

GRAPHIC DESIGNER | **[NDA] Company** | *May 2022 - Apr 2023*

- Designed product catalogs and editorial layouts
- Retouched product photography and marketing visuals
- Prepared print-ready and digital production files
- Processed vector-based technical illustrations

UI\UX\GRAPHIC DESIGNER | **LIFE PAY** | *Jun 2019 - Apr 2021*

- Designed and maintained corporate website templates and mobile layouts
- Developed corporate identity and brand guidelines (brand book)
- Created presentations for exhibitions and marketing events
- Improved website conversion through UX enhancements and funnel optimization
- Designed multi-step onboarding/connection forms for payment integration systems
- Created email templates for marketing communications
- Participated in A/B testing and design optimization iterations
- Produced visual assets including infographics, icons, collages, and photo retouching
- Designed corporate stationery and branded materials

UI\UX | **Programm Product Group LLC** | *Jun 2019 - Apr 2021*

- Developed concepts and interaction flows for new features and interface improvements
- Designed UI for websites, portals, CMS and mobile templates
- Worked on accessibility features for visually impaired users
- Created email templates and marketing visuals
- Collaborated with developers and prepared UX documentation

FREELANCE DIGITAL DESIGNER | **Self-employed** | *Mar 2014 - Jun 2019*

- Designed websites, branding, and marketing materials for various clients
- Created digital and print assets including banners, brochures, and email templates
- Handled photo retouching, icon design, and visual content production

UI\UX\GRAPHIC DESIGNER | **NeoPulse** | *Aug 2012 - Nov 2014*

- Designed website interfaces and landing pages
- Improved usability and visual consistency of web projects
- Collaborated with developers on website updates and maintenance
- Created banners and visual assets for digital campaigns

LANGUAGES

Ukrainian | **Native**
English | **Pre-intermediate**

ADDITIONAL EDUCATION

«Basics of CG drawing» | **Smirnov School** | *2021*
«Basics of Illustration» | **XYZ School** | *2022*