


SEVIL EYUBZADE

GRAPHIC DESIGNER

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EDUCATION

GENERAL ASSEMBLY

03/2022 - 06/2022

User Experience Design Immersive

AMERICAN COUNCIL OF EXERCISE

04/2020

Certified Personal Trainer

ART INSTITUTE OF PITTSBURGH

07/2013 - 05/2015

Graphic Design & Visual Communication

SKILL & TOOLS

Graphic Design
Packaging Design
Visual Design
Manufacturing Design
Production Management
Logo Design
Brand Identity
Typography
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe XD
Design Research
Product Design
Keynote
Prototyping
High-Low Fidelity Design
User Research
User Interviews
Design Strategy
User Personas
Wireframing
Zeplin
Figma
Trello
Miro

PROFILE

Self motivated and innovative designer with 8 years of experience in graphic and packaging design, I was born to create, design and mold. I love creating easy to use, functional yet meaningful designs. My main focus of design comes from user centered workflow and the ability to understand, solve and implement design strategies and solutions. As a multi-skill designer I understand the importance of design research, color theory, typography, brand identity and delivering a product that can best serve the customer.

WORK EXPERIENCE

PACKAGING & PRODUCTION MANAGER

Gold Essence Limited 01/2022 - Present

- Created, designed, and promoted products for a multi-million manufacturing company that were sold across the USA and internationally in retail stores such as Ross, Walmart, Bed Bath and Beyond, Macy's
- Responsible for all aspects of product conceptualization, packaging design, product specification, pre-production, and final production of all goods while keeping within budget, deadlines, and branding constraints.
- Managed multiple creatives to collaborate with licensed and private-label brands to create an on-trend brand image and design full product lines from concept to completion.Ensured accuracy through sample development, quality control, technical specifications, approval comments, lab dips, and strike-offs while staying within cost limitations.

PACKAGING / GRAPHIC DESIGNER

Silver One International 02/2017 - Present

- Designed die-lines and graphics for packaging of a company licensed brands, including: Ross, T.J.Maxx, Winco, Models, Bed Bath & Beyond, Catherine Malandrino
- Created packaging technical specifications and constructed mock-ups for client presentation.
- Conceptualized and executed branding solutions including logos, color schemes, and graphic themes for new and existing client lines while developing creative, innovative and modern packaging solutions to complement the latest product design

UX DESIGNER

Blink Date 05/2022 - 06/2022

- Researched and identified problems through user research and testing. Synthesized user research into feasible design decisions.
- Led end-to-end UX I UI process for existing mobile applications, from user interviews to high fidelity prototype
- Developed user personas, affinity diagrams, journey maps, user-flows, screens and interactive wireframes.
- Created, refined and tested an interactive high fidelity prototype through iterations for the MVP.

GRAPHIC DESIGNER

Submersive Media 06/2014 - 09/2014

- Assisted the senior project manager in order to design and develop client websites as well as craft custom logos, new icons and layouts for the client.
- Worked side by side with the creative art director in order to gain experience in digital media design.