

KSENIIA SULIALEVA

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GRAPHIC DESIGNER

PROFESSIONAL SUMMARY

Creative Graphic Designer with 5+ years of experience across packaging, branding, print, digital, environmental graphics, and marketing design. Skilled in creating clear, polished visual communications across physical and digital touchpoints. Experienced in packaging systems, brand identity, campaign assets, retail graphics, production-ready artwork, and cross-functional design workflows from initial concept through final delivery and production support.

CAREER HIGHLIGHTS

- Designed upscale packaging from scratch for a digital-first brand entering brick-and-mortar retail, meeting a tight deadline and delivering strong shelf presence.
- Developed scalable multilingual packaging systems for international markets, improving clarity and consistency across up to 10 languages.
- Crafted launch packaging for a patented product, establishing a visual direction for future rebranding across the line.
- Led creative strategy for retail roadshow booths, balancing brand goals, budget limitations, and customer interaction.
- Designed large-scale environmental graphics, wall murals, and workplace branding for corporate spaces.

CORE SKILLS & TOOLS

- Packaging Design
- Brand Identity Design
- Print & Digital Design
- Environmental Graphic Design
- Marketing Campaign Design
- Visual Systems
- Typography & Layout
- Concept Development
- Production-Ready Artwork
- AI-Assisted Creative Workflow
- Adobe InDesign, Illustrator, Photoshop, XD, Acrobat & Figma

PROFESSIONAL EXPERIENCE

Graphic Designer

PetSafe Brands, Knoxville, TN • Sept 2023 – Dec 2025

- Led & co-led packaging design for 80+ SKUs across domestic and international product lines, turning complex information into clear, engaging visuals while evolving brand guidelines to ensure distinct yet cohesive product lines.
- Produced 40+ marketing assets for trade shows and retail line reviews (Target, Costco, Tractor Supply), tailoring designs for varied audiences and formats.
- Designed 20+ logos, posters, and banners for corporate campaigns and internal branding, boosting visibility and engagement.
- Absorbed 50% more design responsibilities during department downsizing, leading higher-visibility projects and earning team recognition for adaptability and growth.
- Collaborated with 20+ cross-functional partners to align visuals with evolving strategy and stakeholder input.
- Approached design with a forward-thinking mindset, promoting reusability and visual consistency across materials to reduce redundant work and reinforce brand identity in a high-feedback, fast-paced environment.

Design & Digital Support Contractor

PetSafe Brands, Knoxville, TN • Apr 2023 – Sept 2023

- Developed a standardized icon design process used in 100+ knowledge base articles for a redesigned support website.
- Created 20+ technical product illustrations in Illustrator and Photoshop to simplify complex product features for customers.
- Migrated 300+ pages and articles into Sanity CMS while collaborating in agile sprints with developers and a project manager to ensure organization, usability, and timely delivery.

Freelance Graphic Designer

Remote • 2020 – Present

- Designed print and digital marketing materials for small businesses and independent clients, including business cards, promotional assets, product graphics, and branded collateral.
- Supported clients with visual branding, layout design, and digital content tailored to online and print platforms.

EDUCATION

Pellissippi State Community College • Associate of Applied Science: Media Tech/Design for Web and Print

Nizhny Novgorod State Linguistic University • Associate of Arts: Public Relations, Advertising, and Applied Communication

ADDITIONAL INFO

U.S. Citizen • Open to Remote or Relocation Opportunities