

OLENA NESTERENKO

DESIGNER & CREATOR

EXPERTISE

Graphic design & branding;
industrial and packaging design;
interior and exterior signature and
way finding systems design;
illustrations and motion

I'm designer and creator specialized in graphic design, wayfinding systems, packaging and objects design with visual identity. I have an experience in developing printed and digital publications for real products and brands. Passionate designer with over 6 years of experience.

I want to create amazing things because the search for design solutions is my passion.

WORK EXPERIENCE

Designer

Freelancer

Work with small and local brands or creators as a graphic, brand, packaging designer, content creator and illustrator.

◦ Figma ◦ Adobe InDesign ◦ Adobe Illustrator ◦ Adobe After Effects ◦ Adobe Photoshop
◦ Procreate ◦ CLO ◦ Blender ◦ Cinema 4D

aug 2021 - current

Graphic Designer

Branding and architecture studio "Goryanin Brothers"

Expanded the list of services provided by the branding agency including industrial and packaging design, way finding, illustration and others. Increased the number of orders and regular customers through detailed presentations, brand books and guidelines.

Responsible for printing and digital layouts, developing brands guidelines, logo books illustrations, industrial and object design.

◦ Adobe Illustrator ◦ Adobe InDesign ◦ Figma ◦ Adobe After Effects ◦ Procreate
◦ Adobe Photoshop ◦ 3DsMax ◦ Corona Renderer ◦ Procreate ◦ CLO ◦ Blender

aug 2017 - aug 2021

Co-founder, designer and craftsman

Block. Concrete studio

Craft and workshop studio with a small production of concrete products. A creative and commercial orders with series over 100 copies of concrete flower pots, candle holders and souvenirs were developed and manufactured by a team of more than 5 people.

- Development and production of concrete products. Managing the planning and sourcing materials and production processes.
- Communication with customers, clients and stores.
- Visual campaigns for social media, photo styling, photo shooting.

◦ CorelDRAW ◦ Rhinoceros 3D ◦ 3DsMax ◦ Corona Renderer ◦ Adobe Illustrator
◦ Adobe InDesign ◦ Adobe Photoshop

jul 2016 - oct 2018

EDUCATION

Kharkiv State Academy of Design and Arts.

Kharkiv, Ukraine

B.A. Industrial Designer

sep 2011 - jul 2015

COURSES

Controforma.school - Branding - 2021

BBE Motion design & CG

IBM Design Thinking - 2020

3Ds max & Corona renderer - 2018

CG drawing - 2015

Rhino3d Jewelry Design - 2014

Basics photography - 2013

HOBBIES/INTERESTS

Sustainable production and craft, squash, photography, house plants, healthy food, culture, set design and styling

SOFT SKILLS/CHARACTER

Rapid learner, curious, thorough, systemic thinker, opened to create something new, team player, methodical and results-driven

CONTACT INFO

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