

KATARINA SMIRNOVA

GRAPHIC DESIGNER

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HELLO!

A GRAPHIC DESIGNER WITH 5 YEARS OF EXPERIENCE IN THE RETAIL/FASHION SPACE, I LOVE CREATING BOLD DESIGNS BASED ON SIMPLE PRINCIPLES.

MY DESIGN SUPERPOWER IS FINDING TYPOS IN THE COPY I'VE BEEN SENT. I ESPECIALLY ENJOY PRINT DESIGN, LAYOUT AND PUBLICATION DESIGN, AND PRE-PRESS. I AM ALSO INTERESTED IN THE AREAS OF TYPOGRAPHY, DESIGN PSYCHOLOGY, AND ACCESSIBLE DESIGN.

I'M PASSIONATE ABOUT DIVERSITY AND SUSTAINABILITY, PARTICULARLY IN FASHION AND MARKETING.

OTHER INTERESTS & HOBBIES: ART HISTORY, READING, SPECIALTY COFFEE, VIDEO GAMES, ILLUSTRATION, CRAFTS, CROCHET, EMBROIDERY, LETTERING/CALLIGRAPHY

TECHNICAL SKILLS

PROGRAMS: ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR, ADOBE INDESIGN, ADOBE AFTEREFFECTS, CANVA

SKILLS: PUBLICATION DESIGN, PHOTO EDITING, LAYOUT DESIGN, DIGITAL DESIGN, PACKAGING DESIGN, PRINT PRE-PRESS, ILLUSTRATION (DIGITAL & TRADITIONAL)

BASIC KNOWLEDGE: HTML/CSS, FIGMA/SKETCH, WEB BUILDERS, ADOBE PREMIERE PRO

PERSONAL SKILLS

- INDUSTRIOUS ▪ ATTENTION TO DETAIL
- CREATIVE PROBLEM SOLVING ▪ FOCUSED
- AUTONOMOUS ▪ ORGANISED ▪ RESOURCEFUL

ACHIEVEMENTS

COLLIE PRINT TRUST SCHOLARSHIP 2019
RMIT GRAPHIC DESIGN STUDY TOUR

20 DAY STUDY TOUR TO EUROPE, ATTENDING WORKSHOPS AND TALKS WITH DESIGNERS SUCH AS MARTINA FLOR, ERIK SPIEKERMANN AND PATRICK THOMAS.

EDUCATION

RMIT UNIVERSITY OF TECHNOLOGY 2020
ASSOCIATE DEGREE IN GRAPHIC DESIGN (DISTINCTION)

SWINBURNE UNIVERSITY 2014
DIPLOMA OF SPECIALIST MAKEUP

LORETO MANDEVILLE HALL 2009
VCE

I HAVE ALSO DONE SHORT COURSES IN VISUAL MERCHANDISING AND PRINTMAKING.

VOLUNTEERING

EMERGING WRITERS' FESTIVAL 2019
THE GAZETTE - DESIGNER/ILLUSTRATOR

MUSEUM OF AUSTRALIAN PHOTOGRAPHY 2018-2019

EXPERIENCE

FREELANCE DESIGNER/ILLUSTRATOR 2019 - CURRENT

MOSSMAN

GRAPHIC DESIGNER OCT 2022 - FEB 2024

COUNTRY ROAD GROUP

FREELANCE GRAPHIC DESIGNER (CONTRACT) JAN - AUG 2022

MIMCO

JUNIOR GRAPHICS DESIGNER (CONTRACT) SEP - DEC 2021

RAKUMBA LIGHTING

GRAPHIC DESIGNER/CUSTOMER SERVICE JAN - JUL 2021

KEY RESPONSIBILITIES AND SKILLS:

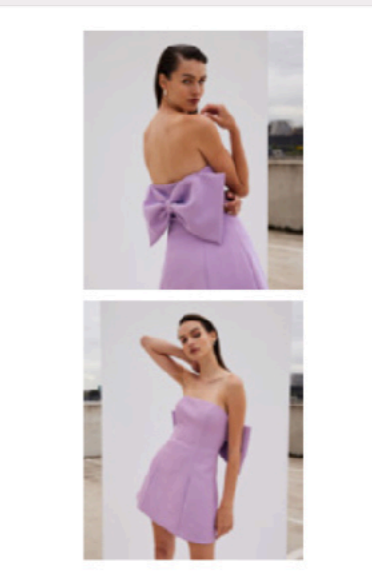
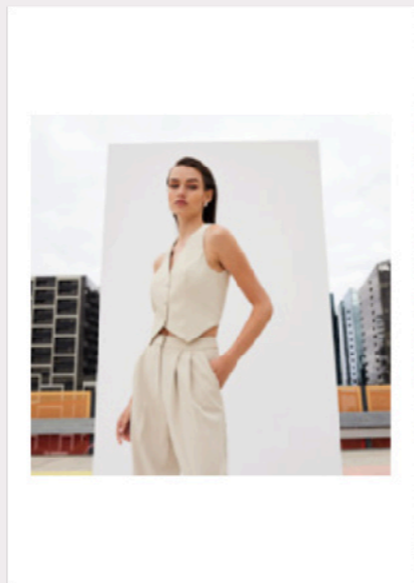
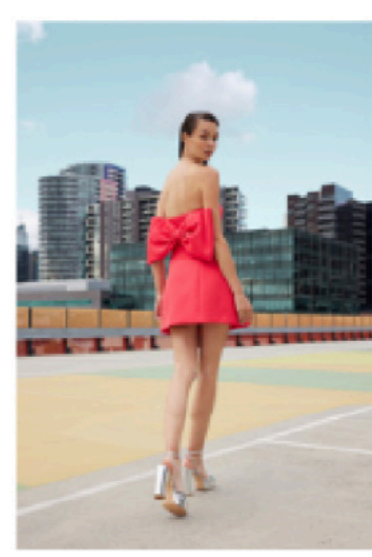
DIGITAL DESIGN: EDMS AND WEB LAYOUTS IN PHOTOSHOP AND INDESIGN; CREATING WEB IMAGE ASSETS USING PHOTOSHOP; RETOUCHING AND EDITING ECOMMERCE AND CAMPAIGN PHOTOGRAPHY; CREATING ANIMATED WEB BANNERS AND SOCIAL ASSETS WITH PHOTOSHOP AND AFTEREFFECTS.

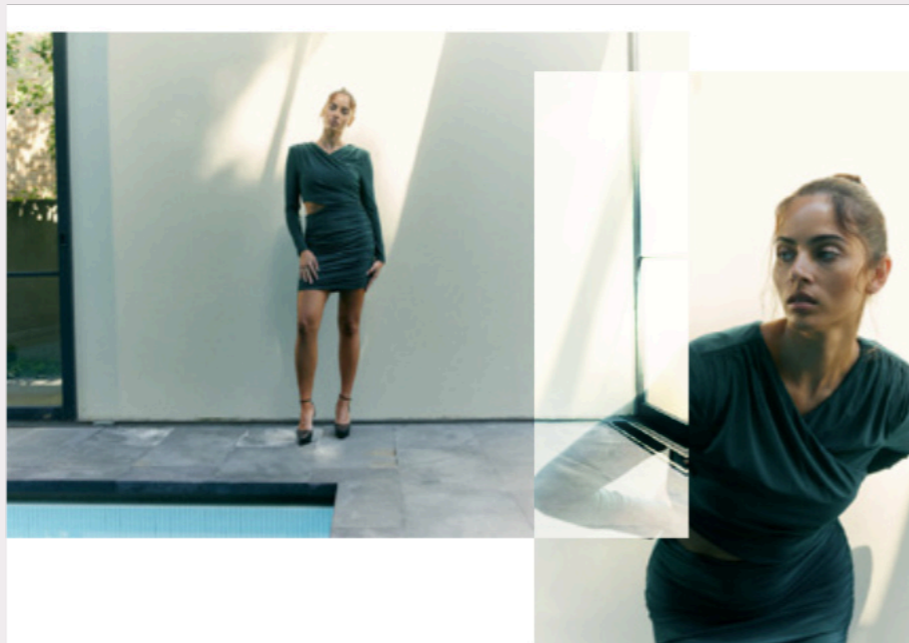
PRINT DESIGN: CREATING FASHION LOOKBOOKS; DESIGN OF LARGE FORMAT VISUALS FOR OOH AND IN-STORE VM SIGNAGE; RETAIL SIGNAGE INCLUDING IN-STORE TALKERS AND POSTERS; EVENT INVITATIONS, MENUS AND DECALS; LIAISING WITH PRINTERS FOR PRODUCTION.

ADDITIONAL SKILLS: CONCEPT CREATION; DIE-CUT AND PACKAGING DESIGN; PROTOTYPING IN FIGMA AND SKETCH; VECTOR ILLUSTRATIONS AND DIAGRAMS; MANAGEMENT OF E-COMMERCE PHOTOSHOOTS.

LANGUAGES

ENGLISH - FLUENT, NATIVE
RUSSIAN - B1






First Site Gallery Education Kit
For VCE and secondary school students

📍 Storey Hall Basement, 344 Swanston St, Melbourne, Victoria, Australia

📱 @firstsitekit

📱 @firstsitekit

🌐 rmit.edu.au/about/culture/first-site-gallery

Committee Roles

What is a committee?
A committee is a group of people brought together to make key decisions, complete tasks as well as hold an operative role for part of a wider organisation.

The First Site committee
First Site is led by RMIT student representatives. Being on the committee is a voluntary role in which students can learn new skills through professional development opportunities. Any RMIT student is eligible to apply to join the committee.

Chair
Represents First Site

Administrator
Main contact for the committee's business and administration

Exhibition Process

Concept

- Produce an exhibition idea
- Apply using the online form
- Applications are assessed by committee

Development

- Sign exhibition agreement
- Attend installation workshop
- Refine concept & create physical works
- Complete gallery risk assessment & pay bond

Presentation

- Install exhibition
- Promote exhibition
- Attend opening & invigilate the gallery
- Deinstall exhibition

First Site is an important part of RMIT University life, for student exhibitors and the public.

First Site has been the launching pad for many successful creative careers and practices.

850+ exhibitions

4000+ student exhibitors

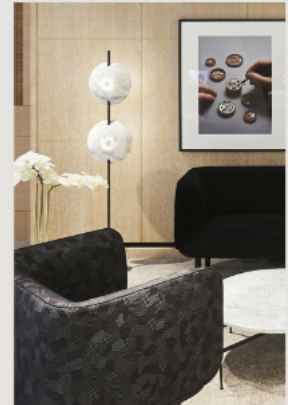

400,000+ visitors

1/3 of our exhibitors have their first exhibition at First Site

2/3 are studying a creative course

Rakumba

MEDIA PORTFOLIO 2021





RAKUMBA FACTS

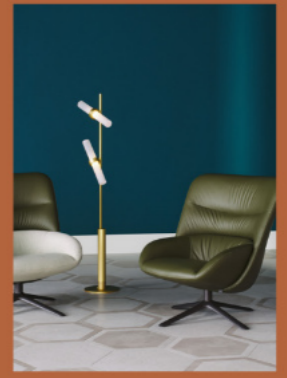
It's a modern, vibrant, and exciting space that has become a hub for creative minds. The space is a testament to the power of collaboration and the importance of providing a platform for emerging talent.

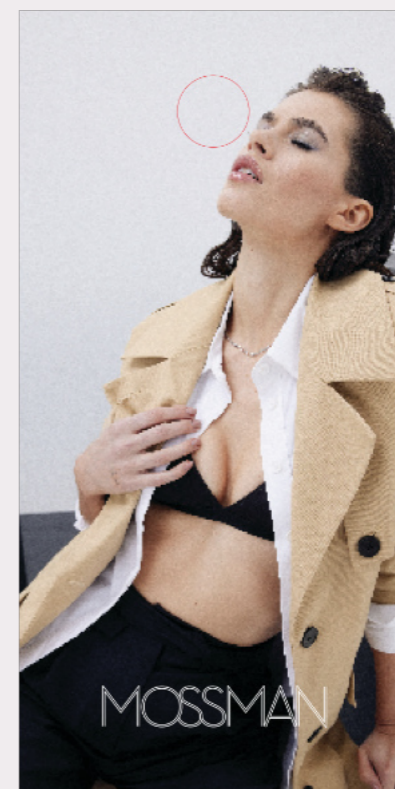
RAKUMBA FACTS

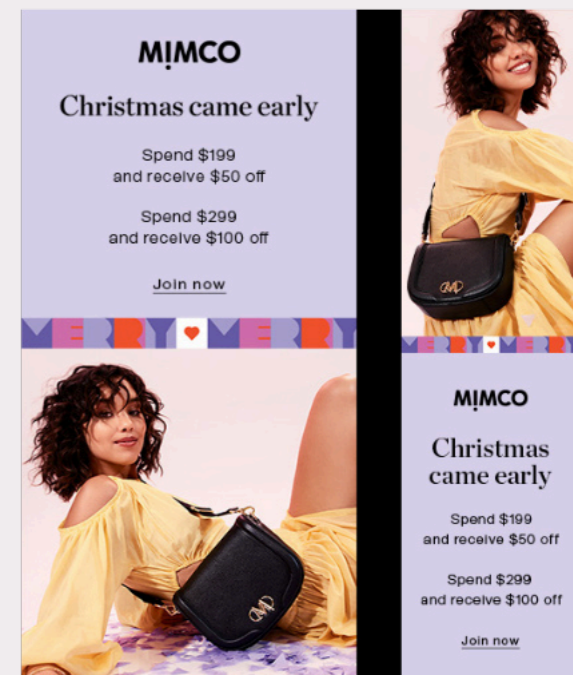
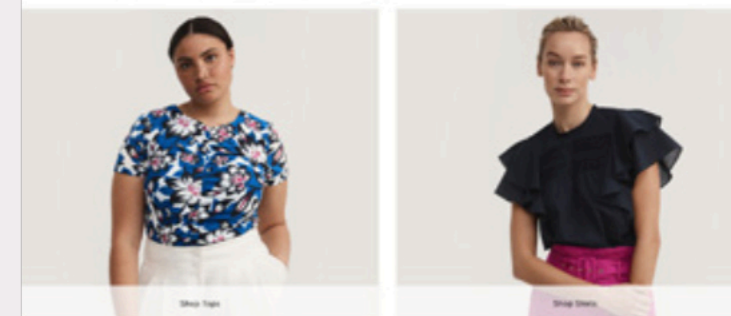
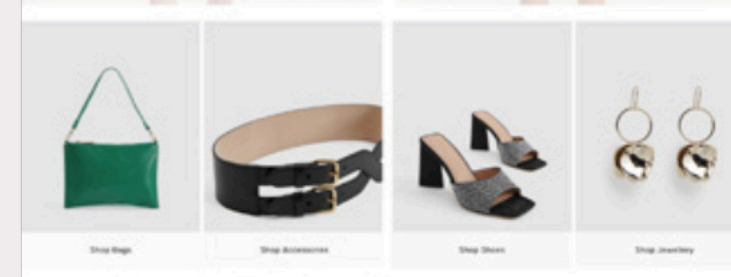
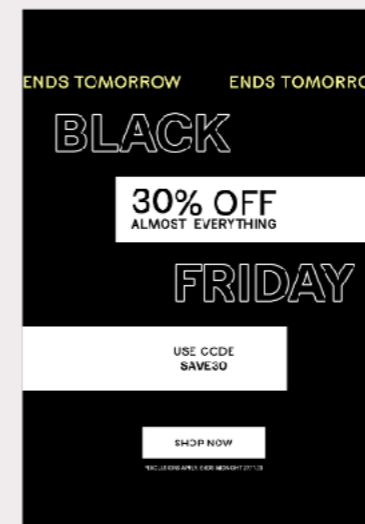
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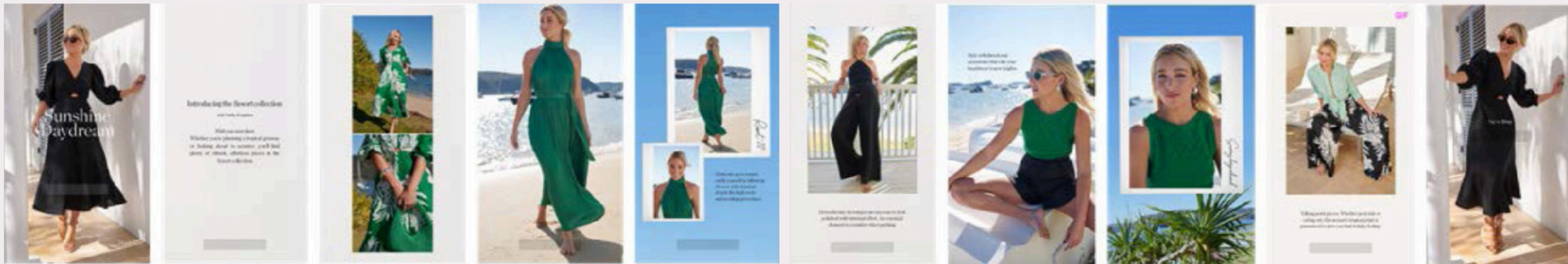


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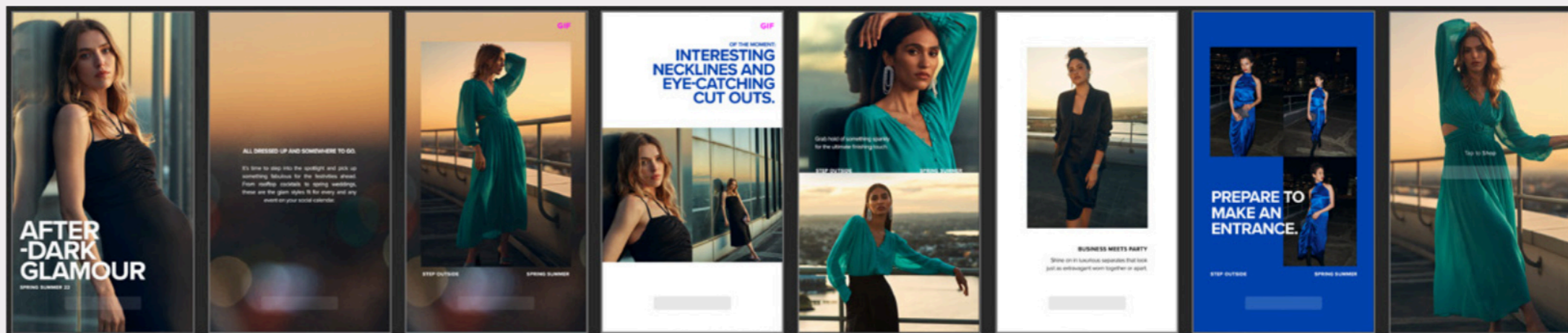
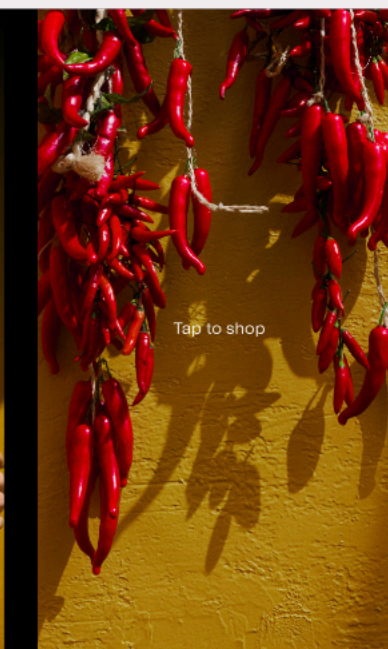
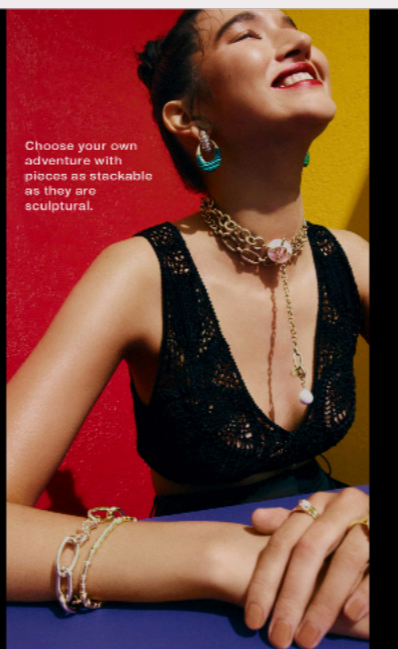
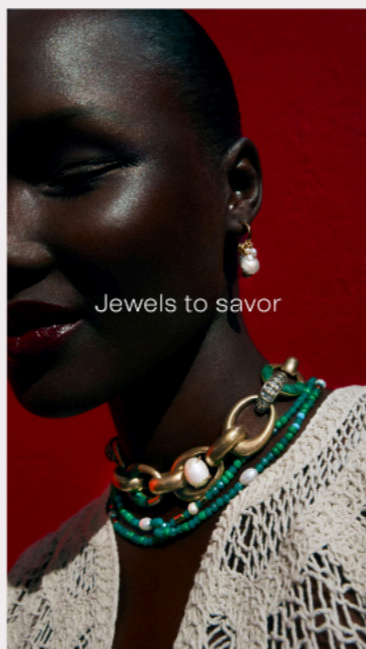


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ECLIPSE

SUNDAY 5PM AEDT

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14 (firsthand)

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TRENERY
WOMEN MEN STORES LOOKBOOK

The art of
SEASON'S BEST PANTS

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NOTABLE KNITS

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