Shakhnoza Iusupova
graphic designer

Email: shakhnozaiusupova@gmail.com

Phone: +1 (437)-860-0515

LinkedIn: Shakhnoza Iusupova

Education

Graphic Design for Print and Web
Humber College (IGS), Toronto | 2024

Business Management (Bachelor's degree)
Russian State Humanitarian University, Moscow | 2024

Experience

Freelance Graphic Designer | Content Creator
Jan 2024 – present (Toronto, Canada | remote)

* Built and managed Shopify and Wix websites for clients, ensuring responsive design and seamless user experiences.

* Designed logos, established brand identities, and crafted promotional materials to support client marketing campaigns.

* Created and edited video content and graphics for social media, driving audience engagement through timely and relevant updates.

* Managed websites and social media pages, implementing seasonal themes and updates to reflect brand strategies.

Marketing Assistant | JSC GLONASS
Sep 2019 – Nov 2023 (Moscow, Russia)

* Designed 7+ internal presentations with clean layouts and effective visual storytelling.

* Collaborated with PR and marketing teams to create social media prototypes and advertising materials.

* Edited photos and videos for high-quality digital advertising campaigns.

* Provided UX/UI feedback on web design projects, ensuring clarity and user-centered design.

"It all started by working on creative projects with the marketing department. My designs are based upon modernity and elegance. Drawing on that experience in marketing, I try to make sure clarity and functionality shine through, embracing a minimalist aesthetic of simple shapes, clean layouts, and subtle detail. I also like working with vibrant colors and harmonious tones in creating striking contrasts.

My approach in designing is to create attractive designs wherein every single element should have its clear purpose and support the main idea."

Skills

Graphic Design

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma

Web Development

Shopify, Wix, WordPress, basic HTML/CSS/JavaScript

Languages

English and Russian

View my portfolio!