

# ASIA LOBUZNOV

CREATIVE GRAPHIC DESIGNER



## CONTACT

**P:** +972 53 930 87 90  
**E:** asiatsar.design@gmail.com  
**W:** asiatsar-design.com

## EDUCATION

2012-2015: Smolny Institute of the Russian Academy of Education  
*Bachelors in Graphic Design*

2009-2012: Saint Petersburg State University of Architecture and Civil Engineering  
*Bachelors in Restoration of Architectural Heritage (Incomplete)*

## SKILLS

Technical:	Soft:
• Adobe Creative Suite	• Creativity
• Figma	• Collaboration
• Photo Retouching	• Initiative
• Print Layouts	• Adaptability
• Typography	• Communication
• Composition	• Innovation
• Digital Illustration	• Attention to Detail
• Color Theory	• Client Satisfaction
• Video Editing	• Presentation
• Basic Animation	• Brand Strategy
• Prompts for AI	• Proactive Approach

## CERTIFICATIONS

- Epic Skills School: Web Design Course
- SKVOT School: After Effects & Cinema 4D Course

## KEY-ACHIEVEMENTS

- Designed a prestigious heritage book honoring Israeli rescuers and firefighters (Government contract).
- Created captivating glass wall illustrations for AM:PM's Tel-Aviv headquarters.
- Produced a comprehensive catalog for MyDesk Israel.
- Completed high-profile family projects for influential Israeli clients.
- Collaborated with Avi Angel on educational materials and captivating presentations.
- Earned a trusted reputation as a preferred designer for exclusive clients, showcasing professionalism and excellence.

## ABOUT ME

Versatile creator and project guru with a decade of experience in design. Clients enchanted, projects refined. Crafting not just designs, but emotions. Seeking collaborative brilliance.

## WORK EXPERIENCE

### 2018-2023

#### Graphic Designer - Shedrin Studio (Full-time), Herzliya, Israel

Throughout my 5-year tenure at Shedrin Studio, I excelled across diverse design disciplines, earning the trust of clients from the USA, Europe, and Israel. With a focus on excellence and innovation, I showcased mastery in printing, book layout, event branding, digital marketing, and video editing. I also demonstrated proficiency in creative problem-solving, strategic thinking, project management, and client relationship management, contributing to the success of each endeavor.

- Led innovative design initiatives, establishing myself as the authority in graphic design within the studio.
- Brought client visions to life through captivating visual storytelling, employing seamless collaboration, innovative techniques, and proactive problem-solving to consistently deliver excellence.
- Earned acclaim for polished presentation skills, adeptly aligning with client objectives while maintaining meticulous attention to detail and an unwavering commitment to satisfaction.
- Curated a diverse projects showcasing compelling print materials, infused with a strategic brand vision and a keen eye for impactful design.
- Drove the success of numerous high-profile projects, with clients consistently seeking my expertise, solidifying my reputation as a trusted partner and visionary leader in graphic design.

### 2020-2023

#### Graphic Designer - KeyGroup (Part-time), Moscow, Russia

- Designed and created multi-lingual educational materials, including encyclopedias and books in English, Russian, Italian, and Chinese.
- Partnered with editorial teams, ensuring precision and creativity in educational content.
- Entrusted with significant projects for government entities and materials presented to global dignitaries.
- Crafted compelling website and landing page designs, prioritizing intuitive user experiences and strong brand identity.
- Made influential digital marketing campaigns across social media channels, boosting brand engagement and online presence.

### 2016-2017

#### Graphic Designer (Full-time Internship) - OPEN, Tel-Aviv, Israel

- Excelled in creating compelling content, with a spotlight on Instagram visuals.
- Gained a comprehensive understanding of brand strategy.
- Contributed to the design and execution of special promotions and holiday campaigns.
- Engaged proactively with the creative team, from brainstorming to project completion.

### 2013-2023

#### Part-Time Freelance Graphic Designer

Over a decade of concurrent part-time freelance work with international clients, specializing in branding, impactful presentations, web design, and digital marketing across global markets (Europe, Russia, Israel). Extensive experience in event promotion design, print, illustration (including AM:PM office wall illustrations), exhibition stands, and unique projects like heritage books. Proficient in photo editing and video production.

### 2012-2013

#### Internship: Architectural Workshop Evgeny Gerasimov and Partners, Saint-Petersburg, Russia

- Enhanced graphic design proficiency using AutoCAD and Adobe Creative Suite for drafting and presentations.
- Collaborated seamlessly with cross-functional teams.
- Actively engaged in client meetings, presenting designs and gathering feedback.
- Managed partnerships with printing houses, optimizing files for high-quality prints.

## LANGUAGE SKILLS

• English (Proficient for work) • Hebrew (Upper Intermediate) • Russian (Native)