



Olesea Fiodorova

www.oleseafiodorova.com

Summary

Experienced marketing professional and talented artist with over 15 years hands on knowledge in sketching, oil and water color painting, illustration and graphic design. Well known for delivering exceptional work for clients on timely manner. Excellent in creating and producing illustrations, layouts, logos, brochures design and typography.

An individual that consistently demonstrates positive, professional & enthusiastic attitude with great communication and organizational skills. Flexible to work as an independent contributor and as a part of the team.

Technical Skills

Windows and Mac OS, Illustrator, Photoshop, InDesign, QuarkXPress, Dreamweaver, Acrobat, MS office.

Recent Awards

2009, 2010
2007
2006

NSCC Spark annual arts magazine
Moliere's Play poster winner for NSCC
The Marblehead Festival of the Arts Exhibit
D Carey Award Painting

Experience

2009—present

"Kishgraphics"

Salem, MA

Freelance Computer Graphic Designer

- Create thumbnails, roughs, and organize final comps for print advertising.
- Produce illustrations for web and print media to develop client's advertising strategy.
- Design web page layout for a key client to promote company's marketing ability.
- Illustrate material for advertising to give a new approach in client's marketing pieces.
- Using various techniques developed logo and collateral to communicate corporate identity through the design.
- Assist in the development and management of the clients' website.

2009

"Kishgraphics"

Salem, MA

Internship

- Developed successful illustrations presentation to invent a new product look for major clients.
- Performed print and web media design, to support new branding efforts of the account.
- Designed and innovated advertising materials studying new cutting-edge techniques.
- Created dynamic original map illustrations for brochures improving digital illustration presentations.
- Used wide range of typography to appeal to specific audiences.

2005-2009

Youth Talent School

Swampscott, MA

Art Teacher

- Proposed and implemented Art program curriculum.



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- Encouraged students to search for the ideas to develop their creativity and self-expression through various art forms and media.
- Utilized a wide variety of materials and tools such as oils, watercolors palletes, brushes, pallete knives, pencil, and canvas to introduce mix media techniques.
- Managed material and art supplies to promote students' inspiration.
- Worked with school age children, tutoring groups and individual lessons.
- Promoted freedom of expression in different styles by implementing different visual sources of material.

2001-2003

“Renaissance Perfect” SAL

Chisinau, Moldova

Artist-Designer (Marketing department)

- Implemented standardized design and typography for the company.
- Initiated, developed and presented projects, proposals, offering multiple solutions for corporate clients.
- Designed and implemented illustrations for posters, wall-decorations and other marketing products
- Produced ad campaign strategies for a variety of products and services.
- Built unique product line to improve workflow efficiency.
- Efficiently processed art and typography orders.

1996-1999

TV & Radio Government Company of Moldova

Chisinau, Moldova

Artist-Designer-Decorator

- Created marketing pieces: company logo, brochures, postcards, costume-sketches, print adds.
- Managed stage decorations to coordinate and unify preparations for shows and plays.
- Resolved technical issues for seamless product presentation.
- Collaborate with Technical Services and Software Development for illustrating books, brochures, and postcards.
- Interacted with various team members, including studio owners to assure accurate product presentation.
- Responsible for development of projects from inception to completion.

1995-1996

Public Middle School

Chisinau, Moldova

Teacher of art & technical drawing

- Developed and put to action various thematic lesson plans utilizing age-appropriate material, focusing on relevant topics including wildlife, greenery, and landscapes.
- Worked with students on understanding the division of space in creating their own compositions though the use of mixed media, water colors, and acrylics where they created original paintings by observing work of other artists.
- Initiated an after-school Art Club to provide students with additional opportunities to further their artistic capabilities and discover new mediums.
- Work created by my students was displayed in various art competitions and made school's name known.



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Education

2005-2009	North Shore Community College <u>Associate Degree in Graphic Design</u>	Lynn, MA
1991-1995	State Fine Arts College of Moldova <u>Degree of Art Design and Theatre Design</u>	Chisinau, Moldova
1987-1991	Fine Arts School for Talented Children	Ungheni, Moldova

Related Coursework

1991	Took the course "Symbolism" at State Fine Arts College of Moldova to develop basic principles of visual communication, and to simplify the language of design using the essential tools, methods and techniques of modern drawing and design.
1999	Attended some seminars to maximize knowledge for effective enforcement of professional design at TV & Radio Marketing Department in Moldova. Titles of the seminars are: "Designing With Type is not Designing of Type" "Your Choice: Shape or Color?" "When Visual Identity Works" "Pictographs—Ideas" "Work Process"

References and portfolio available upon request

