

Elizaveta Sashenkova, Multidisciplinary designer

About

Specialize in the digital, working with web design and branding.

Create layouts using no-code tools, can collaborate effectively with developers, and write simple code. In branding, I work with creative concepts and metaphors.

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Experience

Multidisciplinary designer

June 2025 — Present

Freelance

Work on branding and web design for B2B, participate in design competitions, and engage with the design community.

- Developed the positioning and website on Tilda for a new logistics company in the industrial sector. Delivered the launch and ongoing support of the website. The project was conceived with scalability potential — including a client area and extended features enhancing the brand's metaphor

Visual content designer

February 2022 — January 2023

Trinity, Russia (A multifunctional space hosting various classes, lectures, and events)

Enhanced visual design, organized and conducted photo shoots, handled post-production, and published content.

- Initiated the overhaul of visual solutions to strengthen the emotional connection with the audience, creating a warmer and more relatable brand image. This resulted in a 27% increase in mentions of the space's social media account
- Developed a content plan and organized over 20 shoots, ensuring timely creation and publication of materials. Regular content releases and social media activity boosted audience engagement

Retoucher

February 2021 — August 2021

Mark Sullivan-Bradley, Freelance, Remote (Fashion & Lifestyle Photographer working in Australia and USA)

- Retouched over 70 images for model portfolios using non-destructive Dodge & Burn techniques in Photoshop and color settings in Capture One
- Reduced the photographer's workload by 12 hours per week, allowing more focus on commercial shoots

NGO Relations Coordinator

September 2020 — December 2020

Help Simply (Pomogi Prosto), Russia (A platform connecting charities and NGOs with volunteers and resources)

- Conducted website accessibility research for visually impaired users, identifying key issues using TalkBack and JAWS and presenting findings for further improvement
- Participated in more than five website and registration form tests, which led to the resolution of optimization errors and improved user experience

Education & Courses	Artist-Master Kemerovo Regional Art College	2016 — 2020
	English Virginia Bēowulf	2024 — Present
	Course Digital Designer Perasperadastra	2024
	Course JS/Front-end RS School	2023

Skills	
	• Tools: Figma, Photoshop, Framer, Tilda, Rive, Spline, Blender, Notion, Slack
	• Web Development: HTML, CSS, JavaScript
	• Interface Design and UX Processes: prototyping, wireframing, user flow, auto layouts, components, UI-kit, JTBD, value proposition, testing
	• AI: ChatGPT, Sora