



Natasha Alexander Abramovich

Purrfect Designs

Graphic, communication and typography designer with experience working within cross-functional teams

Worked across financial, trading, commercial property, science and medical sectors.

Design and concept for large scale events, large corporate reports, financials, forecasts.

Key Skills

Good technical skills include working with creative softwares such as Adobe CS including **InDesign, Illustrator, Photoshop** (expert level), **After Effects, Premiere Pro** (good level) and Microsoft Word, Excel, PowerPoint.

An expert in **typography, layout, colour, composition** and **materials**.

Experience working with photographers and printers with excellent **understanding of print, production** and **finishing processes**.

Research skills with reactive approach to managing, in depth analysing and thorough modelling of all projects with a critical awareness of self and external factors, broad commercial and cultural awareness of the media and a variety of business industries.

Excellent **self-organisational**, time keeping and conversational skills.

A fast learner who is in the constant process of upgrading and improving the skills.

Great **team-worker**.

Self-motivated, enthusiastic, determined, open-minded and mature individual.

Education

MA Culture, Communication and Globalisation, Market and Consumption (Aalborg/Oslo Universities)

MA Intercultural Communication (Birkbeck University, London)

BA Graphic Communication (Loughborough University)

Languages spoken: English and Russian

Work history / Experience

Freelance Graphic Designer, July 2020 – Present
purrfect-designs.com

Ongoing freelance projects for clients primarily in the corporate, financial and commercial property sectors. Partnering with clients on large financial and annual reports, design for the website, short video animations, social media and other ongoing projects.

Mid-weight Graphic Designer, January 2017 – July 2020
AETOS Capital Group, One Canada Square, Canary Wharf, London E14 (aetoscg.com)

A mid senior role, working for a Global FX trading company, in a dynamic, forward thinking environment, with a lot of impact on projects across the global brand, working as part of the Marketing Department based in the group's London Office.

Re-design of all current marketing material, such as brochures, leaflets, digital banners

Implementation and management of global campaigns (Australian football team), London Black cab and Malaysia taxi campaign (artwork preparation, marketing etc).

Design for their global events in Thailand, Australia, Dubai and Hong Kong.

Design for social media channels, email templates design.

Creating short videos and animated typography to advertise company's campaigns/events.

Graphic Designer, September 2013 – October 2016
Christie & Co, Carmelite Street, London EC4Y (christie.com)

Graphic Designer role within a self-financed and self-maintained agency-type design department at the international financial and business property advisors company.

Being part of the entire rebranding of the company (christie.com).

Providing design services to both agency and corporate sides of Christie & Co business, including corporate, finance and insurance.

Managing advertising design nationally and internationally.

Dealing with external agencies, printers, selecting/purchasing images, and ensuring a smooth turnaround of design projects for both internal and external multimillion pound worth clients, from luxury hotel owners to pharmacy and retail businesses.

Conceptual design of email invitations, newsletter templates, and digital advertising.

Booking and managing a team of freelancers.

Freelance Graphic Designer, November 2011 – August 2013
BioMed Central, Gray's Inn Road, London W1X (biomedcentral.com)

Most projects involved design for print and digital media to present on their website and to exhibit at their exhibitions and conferences throughout the world.

Graphic Designer, November 2008 – August 2011
BioMed Central, Gray's Inn Road, London W1X (biomedcentral.com)

Graphic Designer role in marketing department at the international scientific publishers. Being the main company's designer, the responsibilities included designing all sorts of printed (editorial, conference and informational material) and online media, such as layouts, brochures, catalogues, posters, postcards, banners, websites, billboards. Developed great time-management and organisational skills as well as working independently and with own initiative.

Other shorter roles of significance included **Design Researcher** (Designit, Copenhagen), **Graphic Designer** (Liberty plc, London W1), **Design Assistant** (Merrell Publishers, London EC1) and **PA** (Interco Estates, London, WC1)