



Veronika Kotaev
Graphic Designer
vkhanitsky@gmail.com
(669) 214-7186

OBJECTIVE:

Motivated designer with experience in graphic design for fashion and retail. Currently seeking an entry-level creative role to build industry experience, contribute to meaningful design work, and grow within a collaborative studio environment. Passionate about visual communication, brand storytelling, and creative problem-solving.

EDUCATION:

Bachelor of Arts Degree, **Design Studies** – *San Jose State University, 2025*
Associate of Arts Degree, **Graphic and Interactive Design** – *De Anza College, 2022*

EXPERIENCE:

Creative Assistant and Designer: *Mirzasoy Atelier LLC/Bashga, 2025 – Present*

- Actively participated in brainstorming and ideation sessions to support content creation and brand development initiatives.
- Conducted trend research and compiled visual references to inform creative direction.
- Developed mood boards that visually aligned with brand aesthetics and project goals.
- Assisted in executing content creation, including wardrobe sourcing, set styling, and setup.
- Designed digital assets and basic graphics using Adobe Creative Suite, ensuring visual consistency with brand image.
- Supported market and social media trend analysis to inform creative strategies and identify opportunities for innovation.

Visual Merchandiser: *Bloomington Valley Fair, 2020 – 2025*

- Executed window displays and seasonal installations, elevating store presentation and attracting customer attention.
- Partnered with the visual merchandising team on developing trend-driven presentations that aligned with the company directive.
- Curated and refreshed product displays with new products and maximize visual appeal.
- Implemented visual merchandising strategies to elevate customer experience and influence store sales.
- Designed and/or produced custom vinyl signage utilizing Adobe Illustrator, and Vinyl Express LXI software to support campaigns for every fashion season.
- Collaborated with the visual manager on spatial planning, ensuring cohesive and aesthetic layouts and maximum product visibility throughout the store.

SKILLS:

Interpersonal:

- Communicating
- Active listening
- People skills
- Mindful
- Adaptive

Organizational:

- Detail oriented
- Organized
- Teamwork
- Problem-Solving
- Focused
- Leadership

Technical:

- Photoshop
- Illustrator
- Indesign
- XD
- Adobe Aero
- Adobe Animate
- Adobe Dimension
- Excel
- Word
- Powerpoint

Functional:

- Prototyping
- Portfolio development
- Brand Development
- Ideations
- Researching

LANGUAGES:

English
Russian