

Irene Martynenko

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Marital status married, has a daughter (7 y. o.)

Education

2003 – 2008 **Kharkiv National University of Radio Electronics**
Faculty: Applied Mathematics and Management
Diploma: Master's Degree in Computer Science
Qualification: Researcher (computer systems)

Work experience

May 2012-January 2022 **Superior Golf & Spa Resort, Kharkov, Ukraine**
Graphic Designer
Functional:

- Development of original layouts of external brand advertising (magazines, catalogs, billboards, lightboxes, LED-screens).
- Development of original layouts of internal brand advertising (leaflets, brochures, flyers, leaflets, etc.).
- Creation of the corporate identity of the resort (bags, folders, envelopes, forms, questionnaires, business cards, pens, etc.).
- Development of static and dynamic banners for websites, portals, Facebook and Instagram).
- Creation of logos and branded POS-materials for large projects for the resort.
- Supporting internal printed materials (informational materials, promotional materials, expendable materials).
- Design of souvenirs and gifts, packaging and restaurant menus.
- Development of design of printed products and outdoor advertising for golf tournaments.
- Experience in design development (printing, outdoor advertising, WEB) and support of the international level golf tournament Kharkov Superior Cup 2013 tournament series <http://www.europeantour.com/challengetour/> as well as such golf tournaments as Audi Quattro Cup, Mercedes Trophy, Porsche Golf Cup.

Development of the design of printed products and outdoor advertising for city and national tennis tournaments (the last of which is Kharkiv City Cup 2021 by Elina Svitolina Foundation [Kharkiv City Cup 2021 by Elina Svitolina Foundation](#)).

- Prepress preparation, control and support, work with contractors.

<p>March 2010 – December 2011</p>	<p>Advertising studio «Sherwood» Graphic Designer Functional:</p> <ul style="list-style-type: none"> • Creating of original layouts of brand advertising. • Creating a corporate identity, designing a brand book, naming. • Creating of logos, icons, graphic elements. • Design of printed materials: magazines, catalogs, brochures, leaflets, flyers, letterheads, calendars, business cards. • Outdoor advertising design: facade design, billboards, banners, subway advertising. • Prepress preparation, control and support, work with clients.
<p>December 2006 – March 2010</p>	<p>Advertising Agency "Advertising quarter" Graphic Designer Functional:</p> <p>Design of advertising printed products (flier, digest, leaflet, calendar, business card). Development of original layouts for outdoor advertising (signboards, billboards, city lights).</p> <ul style="list-style-type: none"> • Monitoring and support, work with clients.
<p>Additional Information</p>	
<p>Technical skills</p>	<ul style="list-style-type: none"> • Advanced knowledge of PC; • Professional knowledge of graphics packages: Adobe (Photoshop, Illustrator, InDesign, Animate, Acrobat), Corel Draw and Google Web Designer. • Basic knowledge of HTML/CSS, UI/UX, Canva. • Experience in developing of static and dynamic HTML banners for GoogleAds, DV360, Facebook, Instagram and Yandex.Direct. • Design of landing pages and multi-page sites. • Practical knowledge of the basics of color correction and composition. • Hand drawing skills, drawing with a graphics tablet. • General understanding of the technology of printing production. • Knowledge of 1C at the user level.
<p>Languages</p>	<p>Russian Ukrainian – free English</p>
<p>Individual qualities</p>	<p>Ability to learn, stress resistance, ability to work in a team and in an irregular schedule, excellent communication skills, ability to identify client needs and match them to appropriate solutions.</p>
<p>Portfolio</p>	<p>https://www.salamandra-design.com/</p>
<p>Date</p>	<p>30.08.2023</p>