



Katya Kshalapov | 77 Johnson Rd., Marlborough, CT 06447 | 860.833.8330 | info@katya-design.com

Strategic, conceptual and interactive Art Director with 11 years of experience for clients in various industries such as consumer goods, healthcare, technology, food and retail, education and finance. Responsive and committed to the needs and demands of any assignment whether in a collaborative or independent working environment. Deliver fresh and original ideas and concepts matched with effective design and efficient project management.

Professional experience:

Freelance (2004-2009)

Art direction, design, interactive and project management work for various clients.

Art Director

Cronin & Company, Glastonbury, CT (1998-2004)

Produced concept, design and interactive work for the clients such as: CT Lottery, Northeast Utilities, Connecticut Children's Medical Center, Vytra Health Plans, TriZetto, International Aero Engines, Mystic Aquarium, Amerifit, Southington Savings Bank, AuBonPain, Benihana, MG Hospital, Humana, Liberty Bank, Alouette and various new business pitches.

Skills:

Art direction and design, conceived and executed all phases of communications projects between client and art director to ensure the final piece meets all the client's expectations. Coordinated and implemented with the Creative Director in concept development, client presentations, final mechanical and press checks. Projects included: branding campaigns, ads, collateral pieces, company identities, posters, POS, direct mail, press kits and interactive/web. Supervised and organized photoshoots. Developed corporate standards. Was actively involved and won numerous new business pitches. In-depth knowledge of design practices and processes, marketing and advertising, color theory, color reproduction, printing and photography. Work well independently and as a team with copywriter or web developer.

Interactive – produced everything from online banners, e-newsletters to total website redesign. Knowledgeable in all stages of website developing process.

Management – managed multiple projects simultaneously. Worked with budgets to meet client expectations and achieve maximum creative results. Managed junior art directors, designers, production artists and freelance copywriters.

Awards:

The Advertising Club of Connecticut

Connecticut Art Directors Club

The Best of Long Island

Computer skills:

QuarkXpress, Adobe Illustrator, Adobe Photoshop, InDesign, Dreamweaver

Education:

BA, Graphic Design, Central Connecticut State University (1998)

Intensive 3-year full-time art program, Grecov Art College, Odessa, Ukraine (1989-1992)