

Yev Kapustian

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Designer

With over 7+ years of experience, I have been designing brands, websites, and experiences for corporations, creative agencies, and individuals. My expertise goes beyond technical skills; it is rooted in strategy, thinking about how design can contribute to business success, client experience, and visual aesthetics. I deeply understand technical hardware and software, project management, art direction, and working within a team. I turn ideas into tangible results.

Work Experience

Cognak Los Angeles | 05/2022 - Present

Creative agency

Creative Designer & no-code Developer | Full-time

- Designed and developed websites with a strategic approach using strategy and visuals for corporate, CPG, and creative brands.
- Produced graphics, brochures, banners, web pages, videos, and 3D assets for the agency's clients, increasing revenue by 30% in one year.
- Managed projects and art directed a team of junior designers to support creative work for clients.
- Art directed and managed a team of junior designers to support creative work for clients.

HYPR Los Angeles | 01/2023 - 01/2024

The Identity Assurance Company

Graphic Designer | Contractor

- Collaborated with Marketing, PR, and Social Media teams to design graphics boosting social engagement by 32% within three months.
- Delivered production-level graphics, presentations, brochures, and banners to support marketing efforts and represent corporate brands at conventions and online.
- Managed multiple high-impact projects simultaneously, successfully meeting tight deadlines in a fast-paced environment, leading to improved client satisfaction and measurable success for campaigns.

Projects

E-commerce Design (Brand & Web), Development & Experience 06/2024 - 08/2024

Kvitka Ltd

- Designed and maintained product catalog, email marketing, and automation.
- Created a brand identity and strategy, resulting in an increase in sales.
- Designed & Developed a fully custom E-commerce & UX experience that brought in 100k + in revenue over 1 year.

(UX) An educational platform for digital painters 02/2023 - 04/2023

Artmigo

- Designed an engaging Brand strategy and identity to attract desired User Persona, generating a 130% traffic increase over 2 years.
- Created a custom User Experience for the company that brought in 300k in revenue over 2 years.

Certifications

Graphic Design Course 03/2024 - 07/2024

ilovecreatives

The Branding Masterclass The Entire Brand Design Process 04/2022 - 12/2022

Udemy

Squarespace Design Course 06/2022 - 12/2022

ilovecreatives

User Experience Design Immersive 06/2021 - 12/2021

General Assembly

Skills

Adobe Creative Suite, Aesthetic sense, Art Direction, Brand identity, Branding, Brand Strategy, Cold Calling, Color theory application, Color theory application, Competitor Analysis, Conversion Rate Optimization, Copywriting, Creative Direction, CRM Database, Customer Growth, Digital Marketing Planning, Figma, Google Docs, Graphic Design, Illustrator, Indesign, Notion, Photoshop, Sales, Search Engine Optimization, Slack, Social Media Content, Squarespace, Strategic thinking, Typography, User Interface Design, UX Design, Visual communication, Web Design, Webflow, Wix Studio

Interests: Biking, Coffee, DJ, Editorial, Industrial Design, Mechanics, Skating