


# VIKTORIIA BORSHCHOVA

## FREELANCE WEB DESIGNER

 +1 (587) 224-6607

 vikborsh@gmail.com

 2370 -Bayside Rd SW, Airdrie,  
AB, T4B 0M9

 [art-work-studio.com](http://art-work-studio.com)

## PROFILE

As a Freelance Web Designer, I specialize in crafting visually compelling and user-friendly websites tailored to meet the specific needs of each client. Leveraging design tools and technology, I provide creative solutions that enhance brand presence and engage users.

## SKILLS

### DESIGN

Graphic design, email design, wireframe creation, prototyping, usability testing, interaction design, application development

### SOFTWARE

Klaviyo, Figma Tool, Adobe CS (Lightroom, Photoshop, Illustrator - beginner), Shopify, Wix Website Builder, Monday app

### SOFT SKILLS

Communication skills, presentation skills, problem-solving, open-minded approach, adaptive work ethics, empathy, time management

## EDUCATION

### GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE PROGRAM

2023 - Present

### THE UNIVERSITY OF COMMERCE AND SERVICES

MA in Crisis Management in Public Administration

2016 - 2018

### BUKOVINIAN STATE FINANCIAL ACADEMY

Bachelor's Degree in Business

2011 - 2015

## EXPERIENCE

### CONTENT MARKETING COORDINATOR

Underground Clothing GB LTD, Rocky View

01/2023 - Present

- Produced high-quality multimedia content including images, videos, and infographics for Social Media and Google Ads
- Design email marketing campaigns using the Klaviyo platform
- Work closely with other departments to ensure that content aligns with overall business objectives

*Adobe Photoshop, Canva, Klaviyo Platform, Shopify*

### UX/UI INTERN

Devinnox, Calgary

11/2023 - 02/2024

- Developed visual design concept of the mobile and desktop applications for the waste management company
- Created wireframes and mockups to illustrate user interface designs
- Worked collaboratively with members of the team

*Figma Tool, Adobe Photoshop*

### REAL ESTATE PHOTOGRAPHER

QuikSell Real Estate Photography Calgary

07/2023 - Present

- Took photos and videos of interiors and exteriors of properties in order to promote them for sale or rent
- Operated the Matterport Pro2 Virtual Tour Scanner, Drone, DJI Stabilizer
- Took measurements of properties (RMS)

*OpenPhone, Monday App, Drop Box*

### CONTENT SPECIALIST

Citrus Cleaning Inc., Calgary

09/2022 - 01/2023

- Created videos and graphics with the tone and style of the company
- Published posts according to the established social media content calendar

*Adobe Illustrator, Canva*

# CERTIFICATION

## FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN.

2023

[Google UX Design Professional Certificate program](#)

Credential ID: UEYGTFYQFQ7C

## START THE UX DESIGN PROCESS: EMPATHIZE, DEFINE, AND IDEATE.

2023

[Google UX Design Professional Certificate program](#)

Credential ID: TF7ZRKCLLAK2

## FUNDAMENTALS OF DIGITAL MARKETING CERTIFICATION

2022

[Google Digital Garage](#)

Credential ID: 7Mg WA6 D4g

## ENGLISH SECOND LANGUAGE TUTOR ONLINE

YiYi English, Remote

07/2019 - 11/2022

- Delivered teaching materials prepared by the company
- Prepared additional teaching materials
- Tailored teaching style in accordance with students' needs
- Remained up-to-date with our learning software

## INTERNATIONAL RELATIONS COORDINATOR/ DEAN'S OFFICE

The University of Commerce and Services (WSHIU), Poznan, Poland

03/2016 - 05/2017

- Encouraged cooperation between higher education institutions that have Erasmus University Charter and The University of Commerce and Services
- Organization of foreign professional student internships and studies
- Preparation of materials and information, necessary for making decision by the Dean
- Maintenance of the Dean's office system database

*Word, Excel, PowerPoint*

## Digital Portfolio:

<https://www.art-work-studio.com>

 <https://www.behance.net/vikiborshchova>

 <https://www.linkedin.com/in/viktoria-borshchova/>

# COVER LETTER

## FREELANCE WEB DESIGNER

10/05/2023

*Viktoriiia Borshchova*

2370 - Bayside Rd SW

Airdrie, AB T4B 0M9

*vikborsh@gmail.com*

+1 (587) 224-6607

Dear Sir/ Madam,

I am writing to express my interest in the Freelance Web Designer position listed on your company's careers page. With a robust background in Wix website development, content creation, photography, and a strong understanding and UX/UI principles, I am enthusiastic about the opportunity to contribute to your team.

Having developed websites using Wix Platform, I am proficient in leveraging its platform to create visually appealing and functional websites that meet the specific needs of clients. My approach combines aesthetic design with user-centric functionality, ensuring that each website not only looks great but also provides an intuitive user experience.

My skills in Figma have been instrumental in prototyping and designing user interfaces that are both innovative and easy to navigate. I apply UX/UI principles meticulously to ensure that all design elements are crafted to enhance usability and improve overall user interaction.

I am eager to bring my unique skills to your team and am confident in my ability to deliver top-tier web solutions that align with your company's vision and goals. Thank you for considering my application.

Sincerely,

Viktoriiia Borshchova