

# VIKTORIIA HIERMAN

Digital Designer | Motion Designer

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## SUMMARY

Creative Web Designer with 6 years of experience in digital and motion design. Passionate about crafting visually stunning and user-friendly websites that captivate audiences. Known for strong communication and collaboration skills, ensuring projects not only look great but also achieve business goals. I always explore new trends and techniques to keep designs fresh and impactful.

## KEY ACHIEVEMENTS

- Website Redesign & UX Improvement**  
Led full-scale website redesigns, improving UX and increasing engagement by 20%.
- Innovative QR Menu Solutions**  
Developed a series of custom QR menu templates for restaurants, streamlining digital ordering and improving customer interaction.
- Motion Graphics & Video Content**  
Produced high-impact motion graphics and video content, boosting social media engagement by 30%.
- Marketing Team Leadership**  
Supervised and guided marketing teams, ensuring high-quality visual content and brand consistency.
- Branding & Visual Identity**  
Designed and implemented branding materials, including logos, presentations, and brand books, establishing strong and cohesive brand identities.

## EXPERIENCE

### Web Designer/Motion Designer

07/2022 - 03/2024 Holmdel, NJ

- Designed mobile applications and rebranded brand identity to enhance client engagement and consistency.
- Supervised a marketing team to enhance social media content with engaging motion graphics.
- Developed customized QR menu templates for restaurants.
- Designed a new website with custom graphics, logo, and cohesive branding.
- Produced company videos, from scripting to motion graphics.
- Composed a brand book defining colors, fonts, and graphics for consistent branding.

### Web Designer

02/2022 - 07/2022 Kharkiv, Ukraine

- Composed presentation materials (slide designs, proceedings, posters, etc.) on various topics for the CEO.
- Revamped client branding materials, boosting engagement by 25%.
- Participated in developing motion graphics with the creative team.
- Designed banners for special occasions (sponsorship events, product demonstrations).

### Web Designer

06/2018 - 02/2022 Kharkiv, Ukraine

- Developed and optimized websites for digital marketing clients, enhancing customer interactions.
- Boosted engagement levels for social media influencers through targeted design and strategy.
- Designed graphics and merchandise, including branding materials for newsletters and presentations.
- Created cohesive banners for websites and social media to strengthen brand presence.

## SKILLS

Adobe Creative Suite, Social Media graphics, Digital and Print Assets, Typography, Layout Principles, Project Management, Prototyping, Web Design Collaboration, CMS, Typesetting, Time Management, Visual Communication, Lottie animation.

## EDUCATION

### Master of Ecology

09/2013 - 01/2018 Kharkiv, Ukraine  
Kharkiv Automobile and Highway University

### School of Web Design

02/2018 - 05/2019 Kharkiv, Ukraine  
Lemon School

## LANGUAGES

English Advanced ●●●●● Ukrainian Native ●●●●●  
Russian Native ●●●●●