Karina Pecheniuk
Graphic designer

Curriculum vitae



Frankfurt am Main, Germany
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Portfolio ↗
LinkedIn ↗
Credentials ↗
Showreel ↗
Links are clickable

Graphic designer for brand, motion and visual communication, with 5+ years across agencies, tech companies and startups.

Disciplines
Branding & visual identity
Digital campaigns
Social media design
Motion design
Editorial & presentation design
3D design & visualization
Creative concept development
AI-assisted creative workflows

Tools
Adobe Illustrator
Photoshop
InDesign
After Effects
Premiere Pro
Figma
Blender
Rive
Adobe Firefly
ChatGPT
Claude
Gemini
Visual Studio Code

Languages
Ukrainian
Native
English
Fluent (BA Hons, UK)
German
B1 (DTZ certified), B2 candidate

Certificates
Google UX Design Fundamentals
CalArts Fundamentals of Graphic Design
Coursera, 2023

Experience

2024 – now

Freelance Graphic Designer & Art Director

Creative agencies, startups and international clients; Ukraine, USA, EU

Brand identities, campaigns and motion for IT, e-commerce, education, fashion and hospitality.
Art-directed select projects end to end, coordinating designers and cross-functional teams.
Studios including Bickerstaff, Memo Agency, Hithere Agency, Spaceberry Studio and Marie Claire Ukraine.
AI tools built into concept development and motion production.

09.2022 – 10.2023

Graphic Designer, Marketing Team

Mindera, Portugal

Part of the in-house Marketing & Communications team, designing social media, campaigns, event posters, merch and motion for Mindera's own brand and its seven offices across Europe, the USA, India and Brazil.
Collaborations such as the pitch-side LED animation at BMO Stadium, Los Angeles.
Contributed to the evolution of Mindera's visual identity across digital platforms and the corporate website.

09.2023 – 05.2024

Student Assistant, Visual Communication

The Florence Institute of Design International, Florence, Italy

Produced visual materials and digital content for the institute's student initiatives, academic projects and online platforms.

05.2022 – 07.2022

Graphic Design Intern / UI-UX Design Intern

CPCIT4ALL, Portugal

Designed brand and interface assets for the company's rebrand and new website, applying user-centred design in an international IT team.

01.2019 – 05.2022

Junior Freelance Graphic Designer

Local businesses, NGO projects and Upwork clients

Delivered branding and print production for local businesses and NGOs, managing scope, client communication and print-ready files.

Education

03.2022 – 05.2024

Bachelor of Arts (Hons) in Graphic Design

University of Chester, UK, delivered via FIDI, Florence, Italy

International graphic design programme combining FIDI's studio-based teaching with a UK university degree. Selected projects were exhibited at the institute and featured through university channels.

09.2019 – 06.2022

Graphic Design (Bachelor's Programme)

Borys Grinchenko Kyiv University, Ukraine

Studied graphic design with a focus on visual communication and creative practice. Interrupted by the war in 2022.

Recognition

2026

Speaker & Workshop Facilitator

Friends of Figma

Co-presented on Figma Motion and AI capabilities, and led a motion design workshop.

2023

Jury Member

“La Bellezza della Luce”, Florence

Invited to serve on the jury of a photography competition by Centro Internazionale Studenti Giorgio La Pira.

2024

Dezeen Feature

FIDI

Selected student work published through the Florence Institute of Design International.

Community

2025 – 2026

Volunteer, Communication & Visual Design

FUV Süd, Heidelberg

Communication and visual design materials for community events, public demonstrations and outreach.

2025

Organizer, Creative x Tech Hour

Projector Global Community, Frankfurt

Co-created a community meetup connecting creatives and tech professionals in Frankfurt.

2022 – 2026

Co-founder & Volunteer

Ruh, Florence

Co-built a community for Ukrainian teenagers displaced by the war, shaping its strategy and communications.

Questions or project ideas? Reach out by email or LinkedIn. I’d love to connect.