

YELI KORDICH

Yeli.kordich@gmail.com • Los Angeles, CA • (786) 319-2100

www.yelikordich.com • www.linkedin.com/in/yelikordich/

Enthusiastic Graphic Designer with a strong passion for creating compelling visual narratives. Seeking an opportunity to apply my creative energy and extensive graphic design skills to a dynamic team within an innovative company. Proficient in crafting visually appealing print materials and digital content to elevate brand identity. Adept at utilizing Adobe Creative Suite and other design tools to transform ideas into impactful visuals that resonate with target audiences. Committed to contributing fresh perspectives and innovative design solutions to enhance the company's visual identity.

PROFESSIONAL EXPERIENCE

Graphic Designer • Yeli Designs

07/2023 - Present (Remote)

- o Developed custom visual brand identities for multiple clients, including logos, color palettes, and typography guides.
- o Designed digital marketing materials such as brochures, posters, social media graphics, and album covers.
- o Created responsive app designs, wireframes, and prototypes using Adobe Illustrator, Figma, and other design tools.
- o Managed projects from inception to completion, including client communication, timelines, and quality assurance.
- o Cultivated positive client relationships, leading to repeat business and referrals.

UX/UI Designer • Wooo Social Games Inc.

05/2022 - 06/2023 (Miami, FL)

- o Spearheaded the UI/UX design of social game iOS and Android apps, resulting in an estimated \$5 million return within 2 years.
- o Enhanced user satisfaction by 20% by introducing an engaging "active contest" feature, improving user immersion and in-app functionality.
- o Collaborated with company executives and software engineers to implement internal organizational structures and an expandable design system, resulting in a 16% increase in design efficiency.

Graphic Designer • Elizabeth Sutton Collection

05/2021 - 02/2022 (Miami, FL)

- o Produced visually captivating print and digital marketing materials and pitch decks in adherence to ESC's brand guidelines using Adobe Illustrator, Photoshop, and InDesign.
- o Collaborated with the marketing team to conceptualize and execute successful marketing campaigns for Instagram, Facebook, and web use, driving a 20% increase in sales.
- o Implemented UX principles in designing email newsletters via Active Campaign, leading to a 35% increase in web traffic growth.
- o Provided training and mentorship to Graphic Design Interns, focusing on brand identity, organization, and technical software skills.

EDUCATION

Florida International University, Miami, FL

Dec.

2022

Bachelor of Fine Arts in Digital Arts
Minor in Art History

SKILLS

Technical: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Adobe XD, Adobe Premiere Sketch, InVision,
Design: Branding, Illustration, Typography, Print Design, System Design, Marketing Materials, Creative Direction, Web Design, App Design.