

Romina Krosnyak, **Graphic Designer**

Education

Central Saint Martins, University of the Arts London, London, UK

Sep 2017 – Jul 2019

MA in Graphic Communication Design

New York University, New York, NY

Sep 2012 – May 2016

BA in Psychology with minors in Web Programming and Digital Art/Design

Projects & Experience

Maisonette, New York, NY

Graphic Designer (Associate), 2021 – 2022

Part of the in-house creative team at children's e-commerce site Maisonette, I worked alongside the production and marketing teams in executing campaigns from ideation and art direction to leading design initiatives across digital as well as print channels. I designed and managed all paid social deliverables and worked crossfunctionally with marketing to maintain brand consistency through multiple touchpoints.

Junior Graphic Designer, 2020 – 2021

I worked in support of the senior designer and creative director in brainstorming and designing organic and paid media campaigns. I also designed digital content for the brand's website and blog.

Central Saint Martins Degree Show, London, UK

Environmental Designer, 2019

From the concept to the exhibition design and the coordination of individual project installation, I served as senior designer for the final year degree show for MA Graphic Communication Design at Central Saint Martins. Featuring work from 40 designers, the exhibition welcomed 5000+ visitors.

Unknown Quantities 6, London, UK

Graphic Designer and Editor, 2018 – 2019

Unknown Quantities (UQ) is an annual experimental print publication edited and designed by a cohort of interdisciplinary master's students at Central Saint Martins. For the sixth issue, I curated a selection of works from 20 artists/writers and oversaw the editorial design and production. UQ is distributed across several independent bookstores in London and was featured in the independent book fair Offprint London at Tate Modern.

Tate Exchange: Designing for Dialysis at Tate Modern, London, UK

Graphic Designer, 2018

In partnership with NHS, I worked with a small team to develop and host a workshop at Tate Exchange at Tate Modern in London. Using feedback we received from the workshop, we designed a concept for a dialysis patient cookbook, which was published through the NHS in 2020.

Guidepoint, New York, NY

Graphic Designer and Marketing Associate, 2016 – 2017

I designed assets and wrote copy for this consulting firm's corporate website/blog, client pitch decks, and email campaigns. I was also the organic social media manager.

Skills & Interests

Graphic Design

Illustrator, Photoshop, InDesign

Animation & Editing

After Effects, Premiere Pro

Front-End Development/Wireframing

HTML/CSS, JavaScript, Adobe XD, Figma

Language

Native Spanish speaker born in Uruguay

Some Interests

Crochet, cats, Christmas