

# Ksenia Semirova

## Creative Industrial Designer

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Language | Russian (Native)      English (Advanced)

Education | Raffles University      2019 — current time  
BA of Industrial and Product Design  
Studied:  

- Self-identified Project
- Sustainable and Socially Responsible Design
- Project Management
- Business Planning and Development
- Marketing and E-Marketing Strategies
- Law in Creative Industries

  
University of Hertfordshire      2017 — 2019  
Diploma of Higher Education  
Studied:  

- Creative Ideas Generation and Development
- Design Process Skills and Technical Studies
- User Experience and Behaviors
- Contextual and Cultural Studies
- Sustainable and Socially Responsible Design
- Brand and Design
- Trends Research
- Client (Live) Project

Professional experience | Smirnov Design      Feb 2019 – May 2019  
Client project  
Responsibilities:  

- Working in a team to maintain a cohesive design language and product philosophy.
- Conducting extensive research (observation, primary and secondary) including market, trends, customer experience to demonstrate the holistic approach in concept development.
- Analyzing and identifying customers' needs and expectations to generate alternative experiences fit consumer activities.
- Producing a variety of materials such as sketches, renderings, infographics, presentations, and additional documentation to help support the concept and design solution.

  
Graphic Designer      2010 — 2017  
Freelance  
Responsible for:  

- Working in multiple disciplines, including print, digital, and environmental graphics.
- Executing logos, branding, packaging, graphics, and layouts for print and digital media.
- Preparing and packaging art files for industry-standard production.

The search for aesthetically appealing and practical forms that are simple yet well considered is the driving motivation for my work. Commitment for more information and yearning to make socio-cultural and environmental change inspires the design I create.

I aspire to bring the knowledge of history and craft to my works, balancing modern creative techniques with my respect of the past design experience.

I believe that strong design holds at its center a conceptual idea, some basis on which all choices are made, even if it is a simple one.

## Professional Skills

### Drafting

- Hand sketching
- Rhinoceros

### 3D modeling, texturing & rendering

- Rhinoceros
- Autodesk Maya
- Grasshopper
- Substance Designer
- KeyShot

### 2D visualization media

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Fontlab 5

### Video & audio editing

- Adobe Premiere CC
- Adobe AfterEffect CC
- Adobe Audition CC