LANA KOSOGOVA

GRAPHIC DESIGNER

linkedin.com/in/lanakosogova
lanadesign.ca
lana.kosogova@yahoo.com
(647) 339-9019

PROFESSIONAL SUMMARY

Graphic Designer with extensive experience in packaging, retail, e-commerce, editorial, digital content, presentations, and print production.

Creates clear visual systems and production-ready assets that maintain accuracy and consistency across formats, product lines, channels, and recurring campaigns.

Advanced proficiency in Adobe Creative Cloud, prepress, image retouching, workflow automation, and high-volume production. Experienced in project ownership and collaboration with teams and vendors while adapting to changing priorities.

PROFESSIONAL EXPERIENCE

FOUNDER & CREATIVE PRODUCTION LEAD — 2026–PRESENT

EspaTips – Independent Project, Toronto, ON

- Founded and currently lead an English-Spanish edutainment project spanning graphic design, short-form video, original music, and publishing.
- Developed the brand identity, social graphics, covers, educational card systems, and reusable layouts using Photoshop and curated AI imagery.
- Direct content production across multiple social media platforms in vertical and horizontal formats, maintaining consistent visual and publishing standards.
- Built repeatable workflows for assets, metadata, rights, quality checks, and scheduling, and now oversee a Control Center used to organize production.

GRAPHIC DESIGNER — 2015–2025

Hillman Group Canada, Toronto, ON

- Designed packaging, labels, retail displays, POP signage, catalogues, sell sheets, and e-commerce visuals for Canadian retail programs.
- Created scalable packaging systems for product lines across hardware, fasteners, picture hanging, bath, kitchen, and home decor categories.
- Supported programs for The Home Depot, Walmart, Canadian Tire, RONA+, Kent, and NAPA while following retailer, brand, dieline, and production requirements.
- Developed bilingual English/French layouts for packaging, signage, shelf strips, labels, and marketing materials with close attention to consistency and accuracy.
- Built an automated InDesign Data Merge workflow that generated labels for 1,000+ SKUs from structured Excel data, reusable templates, barcodes, and product images, saving months of manual production.
- Created e-commerce product content including hero images, dimensions, line drawings, feature graphics, lifestyle visuals, and retouched photography.
- Produced technical illustrations, diagrams, and Blender 3D packaging visuals for instructions, displays, catalogues, and sales materials.
- Prepared final print and digital files in Photoshop, Illustrator, InDesign, and Acrobat, coordinating with vendors, suppliers, and production teams.
- Improved digital asset organization and reduced search time by approximately 70%; mentored interns and trained staff in Adobe tools.

CORE SKILLS

- Production Design
- Packaging & Label Design
- Retail / POP Design
- Brand Identity & Visual Systems
- Presentation Design
- E-Commerce / Product Visuals
- Social Media Content
- Email & Campaign Graphics
- Infographics & Technical Illustration
- Product Photography
- Image Retouching
- AI-Assisted Creative Production
- Format Adaptation
- Prepress & Print Production
- High-Volume Production
- Template Systems
- Workflow Automation
- Quality Control

TOOLS / SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat Pro
- Adobe Premiere Pro
- Blender
- Mailchimp
- Microsoft Excel / Office
- HTML5 / CSS3
- Midjourney
- ChatGPT / Codex
- HyperFrames

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PROFESSIONAL EXPERIENCE – CONTINUED

GRAPHIC DESIGNER **2014–PRESENT**

RJS Enterprises Inc. – Golfpassport, Toronto, ON *(Part-time)*

- Design the annual Greens' Fee Passport, including covers, publication layouts, coupon pages, maps, forms, promotional graphics, and seasonal materials.
- Manage recurring InDesign revisions, photo corrections, colour conversions, and print-ready PDF exports for each publication cycle.
- Create vector graphics, logos, maps, email banners, PDF forms, and production artwork while maintaining typography and brand consistency.
- Designed a premium Greens' Fee Passport cover featuring Scodix UV embossing.

WEB GRAPHIC DESIGNER **2008–2013**

Technovate Inc., Toronto, ON

- Designed websites, newsletters, posters, business cards, digital graphics, and print materials based on client requirements and brand standards.
- Developed and maintained websites using HTML, CSS, and Dreamweaver.
- Managed multiple web and print projects simultaneously.

WEB EDITOR **2008**

United Way Greater Toronto, Toronto, ON

- Maintained website content and layouts for public campaigns and events.
- Created and updated graphic content while ensuring readability, consistency, and a clean front-end presentation.

SELECTED PROJECT HIGHLIGHTS



RONA RETAIL FASTENER PROGRAM

Client: RONA *lanadesign.ca/project/rona-project*

Built a scalable packaging, label, shelf-strip, and planogram system supporting more than 1,000 SKUs. Used structured Excel data and modular InDesign templates to produce accurate artwork efficiently.



AMAZON PRODUCT IMAGE SYSTEM

Client: Amazon *lanadesign.ca/project/amazon-project*

Created product-page visuals that explain fit, features, dimensions, use cases, and value through hero images, technical graphics, image retouching, and lifestyle compositions.



ANNUAL GREENS' FEE PASSPORT

Client: RJS Enterprises Inc. *lanadesign.ca/project/golf-book*

Designed a modular editorial system for an annual golf publication, organizing hundreds of course listings, maps, QR codes linking to directions, and coupons into clear, repeatable layouts. Created a premium cover featuring Scodix UV embossing.

EDUCATION

Master's Degree in Computer Programming
Kherson National Technical University, Ukraine
2000–2001

Master's Degree in Economics
Kherson National Technical University, Ukraine
1991–1996

PROVEN IMPACT

- Automated production of labels for 1,000+ SKUs using InDesign Data Merge, **saving months** of manual work
- Designed and led the implementation of a visual file management system with project thumbnails, searchable metadata, and filters, reducing file search time by approximately **70%**
- Researched and introduced Helicon Focus stacking, reducing multi-image compositing from approximately **20 minutes to seconds** per product
- Mentored interns and trained colleagues in Adobe tools, photography, and production workflows