

Natalie Yushkevych
ART DIRECTOR | SENIOR GRAPHIC DESIGNER
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Creative leader with 15+ years of experience driving **brand identity, digital product design, and visual strategy** across global markets. Expert in connecting **creative vision with business strategy** and building **user-centered design solutions** that strengthen brand value and engagement. Skilled in design thinking from concept to final execution. Professional knowledge in **Adobe Creative Suite, Figma**, and **AI tools**. Experienced in **video and photo editing**, designing for **social media** platforms. Blends **art direction, UX strategy, and AI-driven design** to deliver human-centered, data-backed solutions.

EXPERIENCE

YOUproduction Creative Studio (Canada / USA / Spain / Ukraine)

Art Director • Jan 2014 – Present

- Lead an international creative studio specializing in **full-cycle brand and media support** for Healthcare, FinTech, and Lifestyle clients.
- Directed **branding, web, and media production** for **50+ clients** across North America and Europe — from concept to launch.
- Developed **brand strategies, identity systems**, and **creative campaigns** that elevated client visibility and trust.
- Led a multidisciplinary **team of designers**, photographers, and filmmakers to deliver cohesive brand experiences.
- Oversaw UI/UX direction for **digital products and websites**, ensuring design alignment with user behavior and business goals.
- Created subscription-based creative service models that optimized client collaboration and agency scalability.
- Introduced **AI-driven workflows** (Midjourney, Firefly, Runway) to accelerate creative conceptualizing and production.

Fertility Clinics IVF-Life Group (Spain)

Senior Graphic Designer • March 2022 – October 2024

- Led the full **rebranding**, including visual identity, color system, typography, and design assets.
- Led the development of a **social media** strategy, visual content, and templates for different platforms.
- Led the UI/UX design of the **mobile app** in Figma, improving patient engagement by **30%** and reducing navigation drop-offs by **25%**.
- Conducted **user research** and **A/B testing** to identify problems and optimize the patient journey.
- Developed a consistent **design system** for web and mobile platforms.
- Designed and launched the new company **website** to match the updated brand.
- Directed creative teams and video/photo production across international clinics.

Orthognatika Dental Clinics (Ukraine)

Senior Graphic & Web Designer • June 2019 – February 2022

- Developed full **branding** for the main clinic and launched two new sub-brands, driving a **67%** increase in social media audience.
- Managed high-impact **marketing campaigns**, from **social media** to **outdoor advertising**, boosting patient inquiries by **25%**.
- Designed and optimized 3 **websites** for different clinics, increasing online appointment bookings by **35%**.
- Directed branding and design strategy for multiple clinics

Smachnogo.ua – Food ordering online service (Ukraine)

Product Designer • January 2017 – June 2019

- Led **UI/UX design for web and mobile platforms**, increasing engagement by **25%**.
- Created interactive **prototypes** and conducted usability testing, refining the product for enhanced usability.
- Developed cross-platform **design systems**, ensuring consistency between mobile and web applications.
- Collaborated with product managers and developers to align UI/UX decisions with business goals.
- Conducted customer research to optimize the ordering flow, increasing engagement by **30%**.

Want&Dot Jewelry (Ukraine)

Art Director • 2015 – 2017

- Created brand identity and implemented **branding strategies** that increased a national expansion, growing the brand's presence by **35%** in 12 months.
- Led branding, photo, and video content creation, digital and print marketing campaigns, boosting brand visibility.

Patron Creative Group – Advertising Agency (Ukraine)

Senior Graphic Designer • 2009 – 2015

- Directed **design projects** from concept to completion, delivering branding and marketing campaigns.
- Managed a **team of designers**, ensuring consistent quality and timely delivery of projects.
- Conceptualized and created designs for a wide range of media, driving a **30%** increase in client retention through visually attractive solutions.
- Collaborated with **cross-functional teams**, including copywriters and account managers, to ensure campaign cohesion.

SKILLS

Design & Creative Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, After Effects), Figma, Microsoft PowerPoint, Microsoft Office

Graphic & Visual Design: Branding, Logo Design, Typography, Creative Concept Development, Social Media Design, Presentation Design, Prepress & Print Production, Photo Editing, Video Editing, Retouching

UI/UX & Product Design: Digital Design, Art Direction, UX Strategy, Team Leadership, Design Thinking, Wireframing, Prototyping, User Flows, Usability Testing, Design Systems, Mobile App Design, Web Design

AI & Automation Tools: Adobe Firefly, Midjourney, ChatGPT, Runway, Sora

Web & Platforms: WordPress (Elementor), Shopify

LANGUAGES

- English – C1
- Ukrainian, Russian – Native
- Spanish – B1

EDUCATION

IT School Hillel • **UI/UX Design Pro** (Advanced) | Ukraine, 2021–2022

Odesa I.I. Mechnikov National University • **Master's Degree in Business Management** | Ukraine, 2009

Design Class • **Advertising Design** Certificate | Ukraine, 2008