

OLENA ZATLER

SENIOR ART DIRECTOR / BRAND DESIGNER
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I am a Senior Art Director / Brand Designer with extensive experience in online advertising, packaging, conceptual design, UX design, and E-commerce with strong leadership and presentation skills.

I lead the design and production of digital creatives, promo emails, social media, e-commerce web graphics that helped to drive App Store purchases. Lounged events flyers, billboards, store signage, store windows, and art directed photo shoots.

With over 20 years of experience in the design industry, I have developed a keen eye for aesthetics, typography, and branding, as well as a passion for art, film, TV, and fashion.

I have a proven track record of delivering engaging and effective visual solutions for various clients and projects. I have also won multiple American Package Design Awards from Graphic Design USA for my packaging conceptual design and 3D presentation skills. I am proficient in Figma, Adobe Creative Suite, and other design tools and platforms. I am always eager to learn new skills and explore new trends and technologies in the design field.

SKILLS

- Adobe Creative Suite
- Figma
- Brand identity
- Style guides
- Packaging
- Typography
- Social media
- E-Commerce

EDUCATION

Bachelor of arts, major in fine arts and art history
Grekoff college of art, Odessa, Ukraine | 1991-1995

EXPERIENCE

SENIOR ART DIRECTOR / BRAND DESIGNER (FREELANCE)

Aug 2021-present

ELECTRONIC ARTS, AMAZON, AMAZON MUSIC,
UNION BANK, WALMART, AT&T

Digital and print campaigns, banner ads, paid social,
brand style guides.

SENIOR GRAPHIC DESIGNER

Jul 2022-Apr 2023

HUSTLER HOLLYWOOD

Catalogs, Digital Creatives, Promo Emails, Social Media,
E-Commerce Web Graphics, Events, Flyers, Billboards,
Store Signage, Store Windows, Photo Shoots.

SENIOR BRAND DESIGNER

Apr 2021- Jul 2021

MATTEL

E-commerce site design (Amazon store for Barbie).
Re-designed landing pages for Barbie.com.
Social media posts for Monster High brand. Store displays
and key art design for other girls brands.

SENIOR ART DIRECTOR / BRAND DESIGNER

Apr 2017-2020

MATTEL

Packaging, Print, Digital, Social, Gaming
Brands such as Hot Wheels, Matchbox, UNO.
Communicate design concepts through sketches, high-
fidelity comps, and prototypes.
Managed and art-directed external vendors. Established
brand guidelines.
Designed mood boards, and storyboards and engaging
creative for Mattel's core brands web sites, games and
social communities, e-commerce promos, creative and
integrated campaigns.

ART DIRECTOR

Feb 2017-Apr 2017

NEOGANDA

Creative Campaign Strategy, Custom Content, Website
Design and Development, Full Service Display and Mobile
Advertising.

SENIOR DIGITAL DESIGNER

Oct 2016-Jan 2017

UNFOLD

Digital design for clients like Netflix, Hulu. Creating and communicating concepts, assisting in implementing marketing strategies and developing interactive design solutions.

SENIOR VISUAL DESIGNER

Oct 2015-Oct 2016

SOMETHING MASSIVE

A2Milk, Plum Organics

Social Content, Strategy, Website Design and Development.

SENIOR SOCIAL MEDIA DESIGNER

Apr 2015-Oct 2015

CBS INTERACTIVE

Social media design for CBS most popular and upcoming TV shows and series.

SENIOR BRAND DESIGNER

Jan 2009-Mar 2015

MATTEL

Designed engaging creative for Mattel's core brands web sites, games and social communities, e-commerce promos, and creative and integrated campaigns. Was responsible for a complete re-design of Hotwheels.com, weekly site updates and ongoing promotions including international sites.

Designed Hotwheels Parents Blog.

Helped to create the user interface, key art, and logos for Hot Wheels apps and games (Rev&Rush, Track Builder and Showdown, web games) as well as social media promos.

Worked to promote the Launch of THW DVD by designing a landing page, promos, banner ads, and social media assets.

Developed logo, look and feel, and assets for web and social media for the "12 days of Hot Wheels" Sweepstakes campaign. It proved to be a very successful way to drive conversion and registration.

Worked on a design for the Hot Wheels Product catalog and Wish List functionality.

Worked on re-design of thomasandfriends.com

SENIOR WEB DESIGNER

Mar 2008-Nov 2008

RED INTERACTIVE