

TATSIANA WEST

Graphic Designer

Visual Identity | Branding | Creative Design

Selbyville, DE, USA

Portfolio: www.tatsianawest.com

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SUMMARY

Graphic Designer with 20+ years of experience in visual identity, branding, and creative design.

I specialize in creating clear, consistent, and aesthetically appealing visual systems that work in production, operations, and long-term growth.

I bring structure, clarity, and intention into complex environments and translate ideas into refined, functional designs.



CORE EXPERTISE

- Brand Design & Consistency;
- Visual Identity Systems & Brand Guidelines;
- Digital & Print Design;
- Design for Real Businesses;
- Creative Content Design.

SKILLS

Freehand & Digital Drawing & Composition, Content Creation, Web-sites.

SERVICES

- Visual Framing;
- Intellectual Coercion;
- Bold Delivery.

TERMS & CONDITIONS

- Full Transparency;
- Effective Feedback;
- Questionable Humor.

PROFESSIONAL EXPERIENCE

Graphic Designer/Owner at Paradise Birdie Design Studio

Freelance/Remote

2004 – Present

Long-term experience working with international clients across multiple industries (individuals and companies in Belarus, Russia, France, Canada, and the United States).

Design solutions for digital and print environments:

- Brand identity development (logos, visual systems, brand guidelines);
- Marketing and promotional materials (print and digital);
- Web and social media visual assets;
- Graphic illustrations and custom visual elements.

Graphic Designer at SOKOL GxP Services

Contract/Remote

2004 – Present

Built the full brand identity, visuals for training materials and internal documentation ecosystem, including a brand book, quality manual, employee handbook and other onboarding materials, large-scale internal manuals, and the company website.

PROFESSIONAL EXPERIENCE

Graphic Designer/Executive Assistant at Clarksville Auto Service Center

Full-time/Hybrid

2014 – Present

Multi-location automotive business operating in Delaware and Maryland.

- Administrative duties and operational support across multiple business units;
- Coordination of internal processes, documentation, and reporting;
- Technical support of internal systems, tools, and workflows;
- Design and production of marketing materials and digital assets for internal and external use;
- Maintenance of brand consistency across locations, platforms, and materials;
- Cross-functional collaboration with company leadership, operational teams, vendors, and service providers.

Administrative Assistant to CEO at Omnis

Full-time/On Site

2009 – 2011

- Administrative and operational support for executive management;
- Recruiting, onboarding, and staff coordination;
- Administrative and graphic design support of marketing and promotional campaigns;
- Reporting and performance analysis for senior leadership.

Administrative Assistant to CEO at Riokrit

Full-time/On Site

2006 – 2009

- Administrative and operational support for executive management;
- Recruiting, onboarding, and staff coordination;
- Administrative and graphic design support of marketing and promotional campaigns;
- Reporting and performance analysis for senior leadership.

EDUCATION

Delaware Technical Community College

English as a Second Language / Communications

2012-2016

GPA 4.0. President's List (3 semesters), Full Scholarship Recipient, All-Delaware Academic Team Member.

Women's Institute "Envila"

Undergraduate Studies, Psychology

2008-2011

GPA 3.83

Minsk Art School #3

Fine Art & Visual Arts

1997-1998

TOOLS

Adobe Photoshop, CorelDRAW, Microsoft PowerPoint, website builders (WIX, Shopify, GoDaddy).