

## TATSIANA WEST

Graphic Designer

Visual Identity | Branding | Creative Design

Selbyville, DE, USA

**Portfolio:** [www.tatsianawest.com](http://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.

2024-2025

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

### **Owner and CEO at Kind of Different** **Self-employed, Remote.** **2024 – Present**

Kind of Different is a brand designed to provide support and comfort to neurodivergent kids and their families, educate families of neurotypical children about their “different” friends, and promote compassion, kindness, and inclusion.

Kind of Different is a Certified Woman-Owned Diverse Business.

Kind of Different brand's focus:

- Educational books, paper goods, and visual storytelling for and about autistic children;
- Inclusive children's content focused on neurodiversity;
- Advocacy through design, narrative, and representation.

[www.kind-of-different.com](http://www.kind-of-different.com)

[www.youtube.com/@kind-of-different](https://www.youtube.com/@kind-of-different)

### **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.

## 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).