

ZOYA FAJL

GRAPHIC DESIGN, ILLUSTRATION & MOTION DESIGN

Philadelphia, PA

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EXPERIENCE

GRAPHIC DESIGNER / Aptive Resources

Mar 2025 - Present (Remote, VA)

Designed print and digital marketing collateral, including billboard, email marketing, social media graphics, and banner ads, ensuring brand consistency across all deliverables. Developed and executed comprehensive paid media advertising campaigns across digital, social, and traditional media for 3 government contracts, including ChooseVA, Homeless Veterans Outreach (HVO), and the National Science Foundation (NSF).

GRAPHIC DESIGNER / Artemis Arc

Oct 2023 - Mar 2025 (Remote)

Designed and executed integrated paid media advertising campaigns across digital, social, and traditional media channels for 4 government contracts, including the Veterans Health Administration (VHA), ChooseVA, Office of Personnel Management (OPM), and the Chief Strategy Office (CSO). Established and led quality assurance and ADA/Section 508 accessibility review processes.

JR. GRAPHIC DESIGNER / Sodexo USA

Aug 2021 - Jan 2022 (Poughkeepsie, NY)

Designed visually compelling menus, posters, social media graphics, and advertisements using Adobe Photoshop, Illustrator, and InDesign. Collaborated with the marketing team to produce short-form motion graphics and video content for Instagram, TikTok, and YouTube, driving campus engagement.

EDUCATION

Marist University

B.S. in Digital Media & Graphic Design,
Minor in Communications (Advertising)

Freshman Florence Experience Program (FFE)

Instituto Lorenzo de' Medici (Florence, IT)

Animation Bootcamp

School of Motion - Course completed 09/24

DESIGN PROJECTS

Merchandise / U.S. Consulate Ankara

Aug 2022 (Ankara, TR)

Designed merchandise for the U.S. Consulate in Ankara, Turkey. These items are to be given to U.S. and foreign dignitaries as gifts.

Art Direction / Shadows Project

Mar 2021 - Jan 2022 (Kyiv, UA)

Designed innovative digital visuals enabling users to explore Ukraine's cultural heritage, creating educational content that addressed common misconceptions about Ukrainian history and identity.

Freelance Design / City Face LLC

Sept 2020 - Jan 2021 (Seoul, KR)

Designed three innovative skincare products and their corresponding packaging, ensuring they met industry standards and consumer needs.

SKILLS

- Proficient in Adobe Photoshop, Illustrator, InDesign, After Effects, Figma, Microsoft Office
- UI/UX Design
- Motion Graphics/Animation
- Illustration
- Marketing Collateral, Campaign Design & Digital Advertising
- Branding & Package Design
- Languages: English, Russian.