

Nina Dessal

Graphic Designer

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Summary

I'm a multidisciplinary Graphic Designer with 3+ years of experience in both print and digital media across diverse business models. My background allows me to approach the design process with open communication and empathy for client needs while being analytical and structural. I am proactive, not afraid to take initiative and easily adapt to changing tasks and technologies. My goal is to continue growing my career by further developing my skills, while delivering impactful, data-driven creative solutions to meet any business goals.

Skills

Tools: Adobe CC (Photoshop, Illustrator, InDesign, After Effects, XD), Figma, Sketch, Canva, WordPress, Webflow, Midjourney, ChatGPT
Industry-relevant skills: Branding & Visual Identity, Typography, Composition, Layout, Print Design (brochures, packaging, signage), Digital Design (web, social media, email campaigns, ads) Motion Graphics & Animation

Work Experience

Game UI Designer at GmSaloon

January 2025 – Present

- Designing a cohesive UI for a rapidly evolving indie roguelike card game, including buttons, icons, overlays, and other elements that align with the game's theme, art direction, and narrative. Directly contributed to 1000+ new Steam wishlists and successfully captured stakeholder interest during the PAX 2025 gaming event.
- Collaborating closely with game developers and designers to create cohesive UI seamlessly integrated with game mechanics.
- Iterating quickly based on feedback, data, and experiment results to improve gaming experience.

Customer Support Manager at Sahara Jewelry

October 2023 – January 2025

- Identified and anticipated customer expectations and needs, Managed client interactions at multiple auctioning platforms, approaching my job with empathy and clear communication, resolving conflicts and ensuring smooth and timely delivery of high value goods.
- Identified inefficiencies in the client management system and implemented improvements, preventing errors and speeding up issue resolution. With support of the team, the company climbed to Top seller category strengthening exposure and trust, resulting in increased revenue by 17% and 5% during the off season.

Graphic Designer (B2B) at FLR Shoes

January 2022 – November 2023

- Developed a cohesive branding system based on the existing framework as part of a time and cost cutting initiative. Achieved full company-wide adoption, increasing design team productivity and communication among departments.
- Graphic and Illustration support for various product categories for FLR Shoes and Safety Labs - pro cyclists gear sister companies.
- Visual communication, exhibition graphics, booths designs, ads design and animation.

Graphic Designer (B2C) at April Flowers

September 2020 – January 2022

- Created, planned and posted content across social media platforms, created and optimized visually compelling designs for websites, brochures, social posts, internal presentations, and external advertisements.
- Took creative control over time sensitive weekly projects, insuring on time, on-spec, within budget delivery of all graphics and artwork
- Analyzed and synthesized data based on out-in-field research and website/social media metrics, to create a clearer understanding of user goals, needs, tasks, pain points and motivations.

Video Content Manager at Minute.ly

May 2019 – Jan 2020

- Analyzed the data-driven results of AI-powered deep learning technology that generated peak moments from video. Conducted A/B tests to find a top-performer between AI-generated video highlights to send to publisher or forward to R&D Department for error correction

Volunteer Experience

Graphic Designer Volunteer at ClaybyDannah

May 2025 - Present

Creating branding, packaging, and promotional materials, newsletters and marketing assets for web and print

Product Designer Volunteer at AI Therapy

October 2022 - May 2025

Created wireframes and prototypes for small app features. Conducted usability testing, provided feedback to enhance the product

Education

Postgraduate Certificate in UX/UI Design

Netcraft Academy , January 2020 - August 2020

Course Certification In Multimedia & Graphic Design

Technological College Of Beer-Sheva, March 2016 - December 2016

Bachelor Degree in Library Systems And Information Science

Saint-Petersburg State University Of Culture And Arts, September 2011 - June 2015