

2121 3rd Avenue S. #1  
Minneapolis, MN 55404  
952.297.5499  
asya.mikhailenko@gmail.com  
www.asyacreative.com



#### AREAS OF STRENGTH

- Solution-oriented strategic thinking
- Creative development of integrated marketing campaigns
- Interactive design and front-end web development
- Thoroughness, efficiency and project management
- Strong communication and multi-tasking skills

#### WORK EXPERIENCE

*Minnetonka, MN  
10/05–Present*

**Designer**, Marinar Group, Inc.

*Strategic communications agency*

- Develop, coordinate and execute print and interactive integrated marketing campaigns per brand guidelines
- Develop, script and maintain web sites, including daily maintenance of Intranet microsite accessed 25,000 times per quarter
- Conceive and produce interactive and multimedia content, including a bimonthly series of multimedia slideshows, announcements and teaser ads featured on the homepage of a Fortune 25 company's Intranet
- Translate print layouts and static mockups for electronic use
- Consult clients and associates on digital strategy, capabilities and standards
- Create, compose and manage exhibit graphics, ads and printed collateral for 8,800-square foot healthcare company consumer trade show booth
- Research, write and edit copy to meet communications strategies
- Collaborate with partner vendors, source promotional items, prepare and specify art for production, and ensure quality and accuracy
- Manage project objectives and clients' expectations, and guide projects through all phases of life cycle

*Minneapolis, MN  
02/08–04/09*

**Freelance Web Designer**, Resort Photo Tour

*Customizable proprietary photo gallery template program for travel agents*

- Created seven template themes in four distinct styles via HTML, CSS, JavaScript and PHP
- Collaborated with web developers on structure, functionality, presentation and implementation of 90+ resort photo gallery
- Partnered with developer to develop easy-to-use admin page for owner to set up new accounts
- Developed sales site with e-commerce component
- Provided ongoing photo gallery updates and site support

*Des Moines, IA  
08/04–05/05*

**Lead Web Designer**, Drake Magazine Online

*Award-winning quarterly online campus publication*

- Designed website look, architecture, navigation and developed page templates
- Designed and laid out feature articles and informational pages
- Managed design team and developed communications solutions per editorial team's needs
- Site traffic increased by 200% over course of school year

#### TECHNICAL SKILLS

- Adobe CS4 Suite (Photoshop, Dreamweaver, Flash, Illustrator, InDesign, Acrobat Professional)
- Fluent in XHTML and CSS
- Proficient with JavaScript, AS2, XML and PHP
- Working knowledge of WordPress, Drupal and other CMS frameworks
- Fluent in usability and web standards and industry trends
- Proficient with video and audio editing
- iLife/iWork 2009 Suite

#### EDUCATION

Drake University, *Des Moines, IA*

- Bachelor of Arts in Graphic Design
- Bachelor of Arts in Journalism and Mass Communications – Magazines
- Magna Cum Laude, 2005

#### VOLUNTEER EXPERIENCE AND AFFILIATIONS

**Member**, AIGA

*03/10–Present*

**Audience Development and Usher Supervisor**, Minneapolis Jewish Film Festival, 2008–Present

**Usher and Box Officer**, Minnesota Fringe Festival, 2003–2009