

DURDONA BAXTIYOROVA

Senior Graphic Designer & Brand Identity Designer

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PROFILE

Graphic designer with 2.5+ years of experience in branding, logo design, social media design, packaging and print design. Delivered 50+ projects for clients ranging from small businesses to large companies. Specialised in modern, minimalist, marketing-driven design. In every project my goal is to increase the value of the brand and strengthen its visual identity.

SKILLS

Design Software

Adobe Photoshop • Adobe Illustrator • CorelDRAW • Canva • Figma

Branding

Logo Design • Brand Identity • Brand Guidelines • Visual Identity • Typography • Colour Theory

Graphic Design

Social Media Design • Banner Design • Billboards • Flyers • Brochures • Packaging Design • Label Design • Business Cards • Catalogue Design

Digital Marketing

Social Media Marketing • Content Design • Instagram Posts • Story Design • Reels Covers • Advertising Creatives

Print Design

Offset Printing • Large-Format Printing • Prepress • CMYK • Mockup Preparation

Soft Skills

Creative Thinking • Time Management • Communication • Problem Solving • Attention to Detail • Client Communication

EXPERIENCE

Senior Graphic Designer • CORE DIGITAL AGENCY

Tashkent, Uzbekistan | 2025 – Present

Tools: Adobe Photoshop, Adobe Illustrator, CorelDRAW, Canva

- Create logos, branding, social media designs, advertising banners, packaging and print materials for clients across a range of industries.
- Develop creative visual solutions together with the marketing and social media teams.
- Run several projects at the same time and deliver them to quality standards and agreed deadlines.
- Train two junior graphic designers from the ground up, mentoring them through live projects and supporting their professional growth.
- Oversee design quality and compliance with brand standards.

Key achievements:

- Raised the agency's overall design quality and visual standards.
- Increased team productivity by systematising the design workflow.
- Brought both junior designers up to the level of running projects independently.
- Contributed to long-term client relationships by delivering creative solutions matched precisely to their requirements.
- Delivered successful design projects for brands across a variety of sectors.

Graphic Designer • ENGLISH LIFE

Tashkent, Uzbekistan | April 2025 – Present

Tools: Adobe Photoshop, Adobe Illustrator, CorelDRAW, Canva

- Create designs for the learning centre's social media channels.
- Develop visual content for advertising campaigns.
- Ensure the brand style is applied consistently across every design.

Graphic Designer • RISING ZONE

Tashkent, Uzbekistan | January 2025 – July 2025

Tools: Adobe Photoshop, Adobe Illustrator, CorelDRAW, Canva

- Built and developed the learning centre's visual identity from scratch.
- Produced social media posts, advertising banners and digital marketing materials.
- Prepared designs for banners, flyers, booklets, certificates and other print products.
- Applied the brand style consistently across all online and offline materials.

Achievements:

- Helped establish a single, professional brand image for the learning centre.
- Supported brand recognition by improving the quality of visual content and marketing materials.
- Brought all print and digital design work in line with one corporate style.
- Supported the marketing team with fast, high-quality design solutions.

Graphic Designer • YAPRAK

Tashkent, Uzbekistan | October 2024 – March 2025

Tools: Adobe Photoshop, Adobe Illustrator, CorelDRAW, Canva

- Created packaging, label and logo designs for products.
- Produced social media posts, advertising banners and marketing materials.
- Developed the brand's visual style together with the marketing team.

Achievements:

- Created designs that increased the visual appeal of the products.
- Contributed to a consistent visual identity for the brand.
- Prepared effective creative designs for marketing campaigns.

Freelance Graphic Designer

Remote — international and local projects | 2024 – Present

- Provide graphic design services across 50+ online projects.
- Create logos, brand identities and corporate style systems.
- Develop social media posts, advertising banners, covers and creative visuals for social platforms.
- Prepare packaging, label and print product designs.
- Work directly with clients: analysing project requirements and presenting the final design solutions.

Achievements:

- Completed 50+ projects successfully and on time.
- Established long-term partnerships with brands in a range of sectors.
- Strengthened clients' brand image through creative and strategic design solutions.

EDUCATION

Graphic Design • NAJOT TA'LIM

Tashkent, Uzbekistan | January 2024 – August 2024

Coursework: Adobe Photoshop, Adobe Illustrator, CorelDRAW, branding, logo design, packaging, social media design, print production and visual identity.