

CONTACT

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AREAS OF EXPERTISE

- ◆ Branding & Corporate Identity
- ◆ Proposal Graphics & Infographics
- ◆ Print & Digital Collateral
- ◆ Event Branding & Marketing
- ◆ Visual & UX/UI Design
- ◆ Web Design & Development
- ◆ Design Software Expertise
- ◆ Multimedia & Video Production
- ◆ Digital Storytelling
- ◆ Interactive Design
- ◆ Cross-cultural Communication
- ◆ Training Materials Development
- ◆ Vendor Management & Coordination

SKILLS & TOOLS

VISUAL & DIGITAL DESIGN

- Adobe Creative Suite (InDesign, Acrobat, Photoshop, Illustrator)

INFOGRAPHICS & DATA VISUALIZATION

- Canva, Everviz, Microsoft PowerPoint

DIGITAL STORYTELLING, MULTIMEDIA & VIDEO

- ScreenFlow, Vyond, VoiceLabs

UX/UI & INTERACTIVE DESIGN

- Blocs, Figma, Balsamiq, Canva, HTML/CSS

AI-ENHANCED DESIGN TOOLS

- MidJourney, DALL-E, ChatGPT for ideation & automation

MARINA KOSAREVA

SENIOR VISUAL & DIGITAL DESIGNER



 <https://www.linkedin.com/in/mellita1/>

PROFILE

I'm a multidisciplinary creative with 10+ years of experience leading brand evolution, visual storytelling, and cross-platform design. I've led rebrands, built visual systems, and delivered campaign and product assets across digital, print, and experiential spaces. I thrive in collaborative, fast-moving environments where strategy meets hands-on execution—and where design brings clarity and connection. From interactive microsites and government reports to branded conference materials and social content, my work blends concept, craft, and systems thinking to deliver meaningful, human-centered design.

WORK EXPERIENCE

- Abt Global | Rockville, MD** 2015 - 2025
Senior Graphic Designer with UX/UI Foundation
Led visual strategy and execution for high-profile proposals and client-facing materials across domestic and international projects. Collaborated with business development teams, SMEs, and writers to translate technical content into clear, compelling visuals — including charts, infographics, branded cover art, and oral presentation graphics. Ensured all materials aligned with federal RFP requirements, brand guidelines, and Section 508 compliance.
Developed and delivered creative assets that supported storytelling, clarified complex data, and elevated proposal narratives. Designed responsive, accessible microsites and digital experiences aligned with program goals and stakeholder needs.
 - **Shaped stories through design:** Designed and developed various digital and print products, including brand identity systems, infographics, training materials, and e-learning content that brought complex ideas to life.
 - **Bridged visual storytelling and program goals:** Worked with program leaders and creative teams to define the visual and storytelling strategy for the Tar Creek Apprenticeship Program, ensuring alignment with cultural and ecological objectives.
 - **Brought clarity to data:** Designed custom icons and data visuals to enhance clarity and emotional connection, translating complex information into accessible visual elements for a wide range of audiences.
 - **Fostered community engagement:** Developed a digital storytelling platform that showcased the program's impact, attracting new sponsorship opportunities and community engagement.
 - **Designed with empathy:** Created culturally sensitive communication materials for TB screening initiatives, ensuring accessibility and understanding across multiple languages and communities.**Key Clients:** ACF, CDC, CMS, Department of Education, EPA, HRSA, HUD, SAMHSA, VA, USAID
- Seamon Corporation | Greenbelt, MD** 2010 - 2015
Senior Graphic Designer
Spearheaded print production from start to finish, sourcing vendors, coordinating timelines, and ensuring high-quality, on-time delivery. Created targeted email marketing campaigns via Constant Contact to boost engagement and promote key initiatives. Produced a wide range of branded materials for national health campaigns, stakeholder events, and conferences.



EDUCATION

2023

NIELSEN NORMAN GROUP

- UX Certificate (Interaction Design Specialty)

MONTGOMERY COLLEGE

- Publication Design

BAUMAN MOSCOW STATE TECHNICAL UNIVERSITY

- Certificate, Web Design

MOSCOW PEDAGOGICAL STATE UNIVERSITY

- M.A., Art Teacher Education

AWARDS

- Summit International Award 2023 (Bronze Award in the microsite category)

LANGUAGES

English (Fluent) | Russian (Native)
French (Beginner)



- Built simple, user-friendly websites and wireframes to expand access to health education resources and program tools.
- Designed proposal graphics, reports, and infographics that communicated complex data for outreach and funding efforts.
- Developed cohesive event branding for National Health Service Corps (NHSC) conferences, including banners, brochures, signage, agendas, and digital assets.
- Created location-specific networking banners for events in Orlando, New Orleans, and Birmingham, highlighting local landmarks to foster community connection.
- Used human-centered design principles to create welcoming environments that supported professional networking/inclusion.
- Designed mid- and high-fidelity wireframes for an improved Provider Search experience on Maryland Health Connection, simplifying navigation and enhancing usability.
- Streamlined filtering and comparison features to help users find healthcare providers easily and make informed decisions.
- Ensured all visual designs aligned with brand guidelines and met accessibility standards to support users of all literacy and digital skill levels.

Key Clients: CDC, Office on Women's Health (OWH), National Research Council (NRC), FDA Office of International Programs (OIP), National Health Service Corps (NHSC), CMS, CRISP, Tribal Affairs

Choice Marketing & Design | Ellicott City, MD 2007 - 2010

Graphic Designer / Freelance

Developed full brand identity packages for small businesses, including logos, business cards, stationery, and promotional materials tailored to target audiences. Designed a variety of digital and print collateral, ads, newsletters, presentations, surveys, and reports for clients like Baltimore Gas and Electric (BGE), ensuring clarity, consistency, and audience relevance.

- Designed personalized welcome kits for BGE's Smart Energy Pricing (SEP) program, including brochures, slip sheets, branded magnets, and custom envelopes, making complex program details approachable and easy to understand.
- Created clear, visually engaging layouts that highlighted key information and guided users through incentive and benefit structures, helping drive higher-than-expected program participation.
- Led the redesign of BGE's Connections newsletter (residential and business versions), modernizing the layout, typography, and imagery while maintaining brand integrity.
- Enhanced readability/visual appeal for a print audience of over two million, contributing to a sustained 73% readership rate.
- Prepared press-ready files for both digital and offset printing; managed vendor relationships by sourcing quotes, selecting materials, and ensuring cost-effective, high-quality output.
- Collaborated closely with writers and editors to ensure design elements supported messaging around service updates, energy programs, and community initiatives.

Key Client: Baltimore Gas and Electric (BGE)

ADDITIONAL EXPERIENCE

Graphic Designer, Balti International | Owings Mills, MD

- Developed a wide range of materials, brochures, direct mail, invitations, announcements, and internal communications, ensuring brand consistency and visual impact across all touchpoints.

Art Teacher, Creative Art Studio (CAS) | Gaithersburg, MD

- Taught creative and age-appropriate art classes for children ages 4-10, fostering artistic expression and hands-on learning in a supportive classroom environment.