

Aruuke Dadieva

Tampa, FL | [Portfolio](#) | adadieva@gmail.com

Professional Summary

Creative and results-driven Digital Designer & UGC Creator with a proven ability to elevate brand presence and drive engagement through high-quality digital content. Skilled in branding, UI/UX design, photo retouching, video editing, and AI-enhanced visuals. Proficient in Adobe Creative Suite, Figma, HTML/CSS/JS, Python. Adept at leveraging cutting-edge design tools to craft impactful content that enhances user experience and supports business growth. Passionate about continuous learning and delivering innovative digital solutions that strengthen brand identity and market success.

Education

Camberwell College of Arts, University of the Arts London
BA in Graphic Design, Summa Cum Laude, July 2020

Professional Experience

Freelance Digital Designer / UGC Creator | July 2024 – Present

[UGC Portfolio](#)

- Partner with leading global brands such as Valentino, YSL, Lancôme, L'Occitane, Paula's Choice, and Erborian to enhance digital marketing strategies
- Produce high-quality, data-driven video content, optimizing storytelling to increase audience retention
- Revolutionize visual campaigns utilizing AI-powered graphics to enhance client experience
- Execute high-end photo retouching for e-commerce, social media, and advertising, ensuring flawless images that align with brand aesthetics
- Grew Instagram following to 32K, increasing brand visibility and engagement (6 months)

Graphic Designer

BEAUTY | November 2018 – September 2024

- Designed and executed visually compelling web UIs and social media campaigns, leading to a 25% increase in online sales
- Developed data-driven fashion look-books and branding assets, shaping the visual identity of the company

- Retouched and optimized product imagery, ensuring consistency and premium quality in all digital and print materials
- Spearheaded the creation of brand iconography, labels, and packaging designs, strengthening brand presence in the market
- Collaborated cross-functionally with stakeholders and engineers to refine UI designs for seamless user experiences

Product Design Intern

ART-TEK | July – October 2018

- Contributed to precision-driven and efficiency-focused design projects involving laser, forex, and water jet cutting
- Assisted in vinyl and 3D printing production, gaining hands-on experience with advanced manufacturing techniques
- Operated machinery and applied manual design methods, developing technical expertise in product fabrication and prototyping

Graphic Design Intern

NOVYI FORMAT | July – October 2017

- Conceptualized and created high-impact logos for corporations and local governments, shaping brand identities
- Engaged in client meetings, incorporated feedback, and refined designs to meet strategic objectives

Graphic Design Intern

REDMOUSE | May – September 2016

- Designed digital and print assets for online competitions, gaining real-world exposure to commercial design
- Provided hands-on training in Adobe Illustrator, mentoring students in design techniques and industry practices