

Oxana Biasi

La Quinta, CA | 760-697-5626 | info@oxanacobbold.com | www.linkedin.com/in/oxanabiasi

Experienced Web, Graphic & Print Designer | E-commerce & Marketing Specialist

PROFESSIONAL EXPERIENCE

Textile Designer/Marketing, Art Woven Blankets & More

La Quinta, CA | 2024 - present

- Creating unique textile designs for modern home decor.
- Successfully managing variety of social media channels.
- Customer Support.

Publisher/Marketing, Blue Gravity Design Publishing

La Quinta, CA | 2024 - present

- Creating educational and coloring books for both adults and children.
- Successfully managing variety of social media channels.
- Customer Support

Marketing Director, Procuero, Inc,

San Diego, CA | 2019 - 2023

- Through my skilled efforts in creating branding initiatives, managing content creation, and optimizing digital marketing, the company achieved the highest visibility.
- Collaborated with the development team to develop exceptional software solutions with UI/UX designs tailored to high-profile clients such as Wendy's, Starbucks, Burger King, McDonald's, Coca-Cola, and many others. These custom software solutions made an essential contribution to the success of their businesses.
- Successfully managed a fleet of iPads for Wendy's Company through the MDM program, resulting in streamlined workflows, cost savings, and improved productivity.
- Boosted customer engagement and revenue growth by representing the company in software industry events.

Art Director/Owner, Visual Arts Group,

San Diego, Ca | 2002 - 2019

- Coordinated and managed freelancers, consultants, and vendors to exceed client expectations for successful project outcomes.
- Managed all operational, financial, and administrative aspects, providing a one-stop solution for design and marketing needs.
- Established a stellar reputation as a skilled and reliable designer and business operator. My expertise and professionalism have earned the trust of clients and colleagues alike.

Graphic Designer, Advanced Alliance International, Inc.,

San Diego, CA | 1995 - 2002

- Provided full-service design solutions, estimated project timelines, and negotiated contract agreements.
- Integrated international marketing concepts into designs and positioned myself as a valuable asset for any project.

SKILLS & AREAS OF EXPERTISE

- Adobe Creative Suite
- Microsoft Office
- Social media marketing
- Web design
- Email marketing
- UI/UX design
- Software testing
- Corporate identity design
- E-Commerce
- Branding
- Packaging design
- Infographic design
- Presentation design
- Advertising design
- Layout design
- Color theory
- Logo design
- Books & magazines design
- Print design
- Digital illustrations
- Vector graphics
- Image editing
- Photo manipulation
- Typography
- Knowledge of design trends
- Understanding of design principles
- Ability to work under pressure
- Ability to meet deadlines
- Attention to detail
- Customer support
- Collaboration and teamwork
- Strong communication skills

CAREER HIGHLIGHTS

Digital Design Industry

Successfully delivered effective digital designs, resulting in improved customer engagement and revenue growth.

Global Marketing

Achieved the highest visibility via successful branding, content management, and digital marketing optimization.

Team Management

Led teams to create stunning designs, optimize digital marketing, and deliver exceptional results for high-profile clients.

Publishing

Created and produced over 50 educational and coloring books for both adults and children, resulting in over 15 bestsellers.

E-Commerce

Successfully managing an internationally recognized brand, reaching best-selling status and earning five-star ratings through innovative design and strategic marketing.

EDUCATION

Certificate of Achievement in Multimedia, Programming, & Web Design,

Mira Costa College,
San Diego, CA | 2000 - 2002

Master's Degree in Art and Cultural Studies,

Moscow University of Arts and Technology,
Moscow, Russia | 1989 - 1991

Bachelor of Science in Commercial Design & Communications,

Moscow University of Arts and Technology,
Moscow, Russia | 1986 - 1989

PORTFOLIO

Publishing Website - <https://www.amazon.com/author/bluegravitydesign>

E-Commerce Instagram - @art_woven_blankets

Procuero, Inc Website - <https://procuro.com/>

Procuero, Inc Blog - <https://procuro.com/blogs/>

Procuero, Inc Facebook Page - <https://www.facebook.com/procuroinc/>

<https://oxanabiasi.com/>