

address 707 S. 8th Street, Terre Haute, IN, 47807
email email@sasha-k.com
phone 812.239.1748

Aleksandra Krasutskaya

resume

educational qualifications

Master of Fine Arts, ceramics (60 hours toward completion)	<i>Indiana State University, Terre Haute, IN</i>	(2007)
Bachelor of Fine Arts, graphic design & studio ceramics	<i>University of Minnesota Duluth, Duluth, MN</i>	2003

career highlights

- **Highly competent project management and communication.**
- **Excellent concept development and implementation over a range of media, from brand identity to print and web applications, social media, and email compaigns. Including, but not limited to t-shirt design, print posters and cards, ceramic decal design, exhibition design.**
- **Performance of SEO tasks including: keyword research, content development, competitive analyses.**
- **Administration of Google Analytics and Webmaster Tools.**
- **MySql dabase administration via server tools, such as C-panel.**

core skills & competencies

- **Ability to handle multiple projects concurrently.**
- **Excellent knowledge of Design application such as Adobe Creative Suit: Photoshop, Illustrator, InDesign, Acrobat PRO. Good understanding of video editing: Adobe Premier, and After Affects.**
- **Excellent knowledge of Web Design application such as Adobe CC: Dreamweaver, Muse.**
- **Practical understanding of web programming, ability to work with scripting languages: HTML, CSS, and PHP.**
- **Familiarity and understanding of Content Managemnet System, several years of work experience with Word-press.**
- **Familiarity with SEO principles. Performed variety of SEO tasks including: keyword research, content development, brand management, competitive analyses.**
- **Energetic with great communication skills. Wide variety of skills makes communication between disciplines a great asset.**

career objective

Seeking a stimulating position in well-reputed institution where I can utilize and improve my technical knowledge, building on my experience in the field of webdesign and site management.

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professional experience

Webmaster, Webdesign, Graphic Design, Illustration

Freelance and contract work , Terre Haute, IN

List of select projects:

www.SardonicSpectator.com | web-project

Description: SardonicSpectator started as a collaboration between Terre Haute writers and artists, illustrators, and photographers. This is a multi-user site, with integrated publishing workflow. This site integrates image and text data. It is based on WordPress CMS.

My role: co-founder, art director and concept, webmaster, illustrator, photographer

Reference: Lucinda Berry (co-founder, main editor, writer, concept)

www.MogadorOrganic.com | Client: MOGADOR ARGAN OIL LLC

Description: E-commerce site based on WordPress CMS.

My role: webmaster, photographer

RHIT interactive media kiosk | Client: Rose-Hulman Institute of Technology

Description: Media Reach Application: interactive database for 20-years retirees. Liaison between departments and offices at Rose-Hulman Institute of Technology to achieve best results within the budget framework.

My role: art director, media-designer, project manager, liason between client and technology.

Reference: Bradford Kelly - developer (812)236.5988 / brad@bradfordkelly.com

www.kandhlegal.com | Client: Krasutsky and Hervey Legal, LLC

My role: webmaster, administration, site maintenance, design

www.MaryKramerArt.com | Client: Mary Kramer

My role: webdesign, administration, site maintenance

Reference: Mary Kramer - artist

www.HalcyonArt.com | Client: gallery director P. Nyendick, Halcyon Contemporary Art Gallery, 2009

My role: webdesign, administration, site maintenance

TillermanLLC, Data Specialist

2011-2015

TillermanLLC, New York City, New York

Responsibility included acquiring weekly retail sales performance data. All data was accessed through retailer web portals on the behalf of Tillerman clients, and was accessed within specific time windows and with 100% accuracy. Duties

Independently managed weekly data acquisition and processing for multiple Tillerman clients across several retailers

Communicated and resolved data acquisition challenges due to inactive credentials or retailer web interface errors

Reviewed data acquisition processes to identify opportunities to improve efficiency and speed

Recommended and implemented changes in acquisition process resulting in savings of several hours per week while significantly improving accuracy

Delivered ad hoc data acquisition projects to capture historical results for several clients on time and with 100% accuracy

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Assistant to Art Curator

Feb, 2008 -Aug.2010

Rose-Hulman Institute of Technology, Office of Art Curator and Exhibits, HSS Dept., Terre Haute, IN

- record keeping and archive maintenance using Past Perfect museum software
- inventory, complete with data and image, archive maintenace
- promotion: printed posters and cards, email design, social media.
- planned and hung art exhibitions
- performed basic restoration and preservation

Gallery Assistant / Artist in Residence

2007 -2008

Halcyon Contemporary Art Gallery, Swope Art Museum, Terre Haute, IN

- provided customer service
- provided web support, administration, webdesign. Site was updated on a regular basis and contained image galleries for each artist.

Property Assistant

2007

Crossroads Repertory Theatre, 2007 Summer Season, Indiana State University: Department of Theater, Terre Haute, IN

Painting Studio Supervisor / Artist in Residence

2005

Touchstone Center for Crafts, Uniontown, PA

- assisted students and teachers
- managed painting studio and equipment

Graphic Artist (6 months internship, hired for a regular position.)

2000-2002

On the Limit, Inc. screen-printing & embroidery, Duluth, MN

- graphic design and separations
- illustration

Computer Lab Consultant

1997-2001

Information and Technology Services, University of Minnesota, Duluth, Duluth, MN

- provided computer help to students and faculty
- troubleshooted and resolved graphic computer/design/printing problems