

DANIIL KURCHATKIN

DIGITAL DESIGNER

I see myself as a result-driven yet a passionate Digital Designer with hands-on experience in digital design, marketing and brand development, I have worked with growing organizations to create visually compelling assets, cohesive brand identities, and user-focused designs that enhance engagement and effectively support business objectives.

Experience

Teaching Assistant, University of New Brunswick

Part Time | Sep 2025 - Present

- Guided students in hands-on projects using Premier Pro, helping them develop technical skills and produce quality work.
- Provided feedback and grading for assignments, ensuring academic standards while helping students refine critical thinking and artistic expression.
- Supported instructor with course materials and classroom coordination, contributing to smoother course delivery and a more engaging learning environment

Digital Marketing Specialist - AtlanticWorks

Seasonal | Mar 2025 - Present

- Managed and optimized multi-channel paid advertising campaigns on Meta and Google Ads, increasing lead generation and sales while reducing customer acquisition costs.
- Executed SEO and content marketing strategies through communicated and, driving sustained organic traffic growth and generating high-quality inbound leads for the business.
- Built and automated targeted email with Instantly marketing campaigns, boosting customer engagement, retention, and repeat revenue.

Digital Designer - LinkNB

Intern | Sep 2024 - Jan 2025

- Utilized Adobe Creative Suite, Canva and Microsoft Office Suite to develop creative designs, brand guidelines and overall identity.
- Optimized web pages by implementing UI/UX responsive design techniques, improving accessibility across devices.
- Designed compelling visuals for various digital marketing campaigns, resulting in increased brand awareness and engagement across social media platforms.
- Developed and delivered a comprehensive brand kit including logos, typography, and color schemes that defined and strengthened the company's visual identity.

Contact

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🌐 xyrastudios.com

Skills

Technical skills

- Adobe Creative Suite
- Canva
- Figma
- Blender
- Microsoft Office
- Meta & Google Ads
- HubSpot

Soft skills

- Problem-Solving
- Adaptability
- Multi-Tasking
- Time management
- Attention to Detail
- Feedback Integration
- Communication Skills

Education

Bachelor of Multi-Media with a Minor in Business

University of New Brunswick | 2022 – 2026

High School Diploma/IB Diploma

Greenfield International School | Graduated 2021