DAN ZAVHORODNII

Marketing Designer, Web | Figma, Landing Pages & Campaign Creative
Toronto, ON | danzan200117@gmail.com | linkedin.com/in/dan-zav808
Portfolio: dan.ohmlabs.co | Live sites: ohmlabs.co, thornhillhub.com, nopobistro.ca

PROFESSIONAL SUMMARY

Marketing and web designer with 5+ years designing landing pages, marketing websites, campaign creative and email UI for B2C, e-commerce and subscription brands. Turns briefs into polished, component-based designs in Figma, then builds and publishes them in Content Management System (CMS) and site builders like WordPress, Shopify and Builder.io. At Rakuten Kobo, launches 60+ campaign assets a month and runs visual QA, content and link validation before every launch. Explores layouts fast with AI design tools (Claude Design, Figma AI) and writes custom code with Claude Code, making every final design call by hand.

SKILLS & TOOLS

Skills: Landing page and marketing website design, campaign creative and ads, email UI, slide templates, component-based design, design systems, typography, visual hierarchy, layout, responsive design, accessibility, conversion-aware design, visual QA, content and link validation, design-to-code handoff, AI-assisted design, localization, Search Engine Optimization (SEO), attention to detail

Tools: Figma, Figma AI, Claude Design, Claude Code, Adobe Photoshop, Adobe Illustrator, Canva, WordPress, Elementor, Shopify, Builder.io, Magento, Webflow, HTML/CSS, JavaScript, Next.js, GSAP, GA4, Movable Ink, HubSpot forms, Oracle Responsys, Litmus, Email on Acid, ClickUp

Languages: English, Russian, Ukrainian (fluent)

SELECTED WEB DESIGN WORK

- Designed thornhillhub.com in Figma for a York Region employment centre, giving job seekers and employers one booking path, and built it in WordPress with Elementor and custom code.
- Designed nopobistro.ca, a dark, full-screen restaurant site with a side menu and one-tap ordering through Uber Eats and Fantuan, and built it in WordPress with Elementor and custom code.
- Designed and built a Shopify storefront and product landing page for Naya, a modular split keyboard, explaining its modules, ergonomics and software one section at a time.
- Explored wireframes and layout variations in Claude Design and Figma AI, refined each final design by hand, and set up Google Analytics 4 (GA4) and HubSpot forms for lead capture.

PROFESSIONAL EXPERIENCE

Rakuten Kobo Inc. **Nov 2025 – Present**
Production Coordinator, Marketing Delivery *Toronto, ON*

- Turned creative briefs and design files into responsive, pixel-accurate layouts built from Kobo's reusable components, templates and brand standards.
- Built, QA-tested and launched 60+ campaign assets a month across markets, publishing landing page and deals banners on kobo.com through Builder.io, Magento and internal admin tools.
- Built accessible banners and emails with alt text, semantic HTML and ARIA roles, then checked them across browsers, screen sizes and devices.
- Ran visual QA, content and link validation before every launch, and reviewed teammates' campaigns in ClickUp as a second QA check to catch problems early.
- Created reusable modules and QA checklists to speed up the team's builds.
- Set up A/B test variants in Responsys and built gamified, interactive Movable Ink content for campaigns.
- Worked with CRM and creative teams, flagging CX issues early and handling revisions on tight deadlines.

OHM Labs · Toronto web studio **Apr 2025 – Present**
Co-founder, Design & Front-End (Part-time) *Toronto, ON*

- Designed the studio's website, ohmlabs.co, in Figma and built it in Next.js with GSAP motion, leading four service offers to one call to action: a free website health check.
- Designed the free website health check as the site's intake offer: a scorecard for trust, conversion path, proof placement, mobile speed and follow-up.

TripleOne · Boutique crypto trading firm **Mar 2025 – Nov 2025**
Digital Designer & Email Production Lead *Toronto, ON (Remote)*

- Designed pitch decks, slide templates, proposals and sales materials in a consistent visual identity.
- Created branded social graphics and ads, plus event promos for partner outreach at Consensus Toronto.
- Designed and hand-coded modular, responsive email templates, QA-testing them in Litmus and Email on Acid to catch 98% of rendering issues before launch.

Cachelan · Solar energy monitoring solutions **Dec 2023 – Feb 2025**
Digital Design & Web QA Specialist *Toronto, ON*

- Built AEM and WordPress landing pages and banners for campaigns, cutting page load time by 18%.
- Designed graphics for case studies, webinars and solar promotions, including co-branded webinar visuals with the City of Toronto and Toronto Hydro.
- Optimized page layouts and images for Search Engine Optimization (SEO) on landing pages and blogs.
- Set up a standard pre-deployment QA checklist that cut revision cycles by 30%.

RKB Bearings Group · Global manufacturing **Mar 2023 – Nov 2023**
Visual Content Designer & Localization Specialist *Balerna, Switzerland*

- Designed product graphics and event visuals for conferences, announcements and social channels.
- Partnered with regional teams to localize content and emails for 10+ markets with zero launch errors.

We Are Commercial.Online · Dutch marketing agency **Mar 2021 – Apr 2023**
Digital Designer & Front-End Developer (B2C Focus) *Amsterdam, Netherlands*

- Designed and coded promotional emails and social visuals for retail, lifestyle and e-commerce clients.
- Built a documented component library of modular templates that cut design-to-deployment time by 25%.
- Turned designs from creative directors and brand managers into responsive, conversion-focused layouts.
- Set up consumer segmentation and personalized content blocks that raised average CTR by 27%.

Arc Ventures B.V. · Premium accessories for Apple **Apr 2021 – Oct 2021**
Social Media & Digital Campaign Coordinator (Internship) *Groningen, Netherlands*

- Supported a €500K crowdfunding campaign with coordinated email, social and influencer activity.
- Updated product and launch page content on arc.cc in Shopify during the campaign.

ADDITIONAL EXPERIENCE

STRUCTURA · Independent techno events **Apr 2024 – Present**
Founder & Growth Marketing Director (Part-time) *Toronto, ON*

- Created campaign visuals and social content with generative AI tools for a Toronto event brand.
- Built a sponsor network that helped grow attendance 50% quarter over quarter.

EDUCATION

Hanze University of Applied Sciences *Groningen, Netherlands*
B.S., International Communication · Minor in IT Management