

OLEKSANDRA IERASTOVA

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PROFILE

To me, graphic design means bringing ideas to life and giving them their own identity. As a graphic designer and artist, I combine creativity and a keen sense of aesthetics with a structured, entrepreneurial mindset. Thanks to my many years of self-employment, I bring not only creative experience but also organisational skills, a proactive approach and a strong sense of responsibility to the table. I enjoy working with people, developing bespoke solutions and seeing projects through with dedication and care – from the initial idea right through to a compelling visual outcome.

WORK EXPERIENCE

03/2026 – Present	Staff member (20%), at the Cafeteria Nona, Pro Senectute beider Basel, Switzerland
10/2025 – 04/2026	Intern (60%), 9•6, Conceptional Worlds, Basel, Switzerland
05/2025 – 08/2025	Intern (60%), Atelier Fischler AG, Möhlin, Switzerland
09/2024 – Present	Staff member (10%), at the Cafeteria Akzentforum, Pro Senectute beider Basel, Switzerland
08/2011 – Present	Freelance graphic designer, Kyiv, Ukraine / Basel, Switzerland • Visual communication • Logo development • Corporate identity and concept • Design of promotional materials and business documents

EDUCATION

09/2005 – 06/2012	Master's degree in Design, specialisation in Graphic Design and Advertising, Institute of Advertising, Kyiv, Ukraine

CONTINUING EDUCATION

04/2025 – 07/2025	Graphic Design "Senior Online", SVC, Kyiv, Ukraine (online)
04/2023 – 04/2024	German Intensive A2.1 – B2, Inlingua language school, Basel, Switzerland
05/2022 – 02/2023	German Intensive A1 – A2.1, K5 Kurszentrum, Basel, Switzerland
09/2000 – 06/2004	Children's Art School No. 11, specialisation in Fine Art, Kyiv, Ukraine

SCHOOL

09/1994 – 06/2004	Primary and secondary school, Gymnasium "Dialog", Kyiv, Ukraine

LANGUAGES

Ukrainian	Native language
English	B2 level
German	B2 level

APPS AND SOFTWARE

Design	Illustrator, InDesign, Photoshop
Communication	Acrobat, Microsoft
Social media	InShot, CapCut, ChatGPT, Claude, etc.

ENTREPRENEURIAL EXPERIENCE

- Design of social media presences, websites and presentations
- Organisation and management of all processes of an online shop
- Coordination of freelancers and external staff, management of advertising, visual communication and graphic design
- Management of social media and web presence
- Planning and design of training courses, seminars and workshops
- Coordination and organisation of events

INTERESTS

Fine art
Cooking