

TARAS SKALNY

Senior Digital Designer · HTML5/GSAP Banners · Motion & Print Production

Kyiv, Ukraine | tskalny@gmail.com

[linkedin.com/in/taras-skalny](https://www.linkedin.com/in/taras-skalny) · [tskalny.github.io](https://github.com/tskalny) · [behance.net/tskalny62b1](https://www.behance.net/tskalny62b1)

PROFILE

Senior Digital Designer with 6+ years of experience in digital advertising, graphic design, and print production. Currently working full-time at Media Menu (Estonia), producing 500+ animated HTML5/GSAP banners and digital marketing materials for financial-industry clients. Alongside this, freelancing for Kassow Robots (Denmark) — designing exhibition stands, brochures, white papers, and brand assets, including a full booth package for AUTOMATE 2026 (Chicago) — delivering up to 200–300 static ad creatives per week for TSL Media Ltd (UK), and previously freelancing as a UI/UX Designer across the Cloud Primero group (Allshore Talent, Tricension, and Condado).

CORE STACK

Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe After Effects · Figma · HTML5 · CSS · GSAP (GreenSock) · Motion Design · Print Production · Banner Advertising

AI-assisted design: Midjourney · Claude · Higgsfield — generative image/video & AI-assisted creative workflows

EXPERIENCE

Web Designer **FULL-TIME**

Jun 2019 – Present

Media Menu International AS · Estonia (Remote)

- Design and produce animated HTML5/GSAP banner ad campaigns for financial-industry clients (500+ delivered)
- Create UI/UX assets, logos, landing pages, and HTML email templates
- Build and maintain creative assets in Bannerflow and custom HTML5 workflows
- Portfolio: demo.mediamenu.ee/taras_skalny/banners

Graphic Designer **FREELANCE**

Apr 2026 – Present

Kassow Robots · Denmark

- Designed exhibition stands, signage, and large-format print materials for AUTOMATE 2026 (Chicago)
- Created technical white papers and brand-consistent marketing materials
- Developed icons and visual assets for brand communications
- Prepared all artwork and files for large-format print production

Freelance Graphic Designer

Aug 2024 – Mar 2026

TSL Media Ltd · United Kingdom

- Designed and delivered up to 200–300 static ad creatives per week for online lead-generation campaigns
- Produced display ads across multiple formats and sizes for web platforms
- Worked to tight deadlines in a fast-paced, high-volume production environment

UI/UX Designer **FREELANCE**

Feb 2023 – Apr 2024

Allshore Talent · Cloud Primero group

- Designed UI/UX and visual assets for web and mobile products across the Cloud Primero group — including Allshore Talent, Tricension, and Condado
- Collaborated closely with the development team on design implementation and handoff

EDUCATION

Web Design Fundamentals · Projector (Creative & Tech School), 2020

Digital, UX/UI · Digital Academy (MDA), 2018

Associate's Degree, IT · European University, 2009–2013

LANGUAGES

Ukrainian — Native | Russian — Full Professional | English — Professional Working