Ekaterina Goncharova
SMM Designer | Visual Content Specialist
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Budapest, Hungary

Creative SMM Designer with 4+ years of experience specializing in high-impact visual content for B2B and SaaS brands. Expert in Figma and Adobe Creative Suite, with a specialized focus on AI-driven image generation and prompt engineering. Proven ability to balance fast-paced production with strict brand guidelines, delivering platform-optimized assets that drive engagement and growth.

Work Experience

SMM Specialist & Content Specialist
Register in Georgia | Tbilisi - Remote
Aug 2024 – Jan 2026

- Owned the visual identity of the brand on LinkedIn, creating custom templates and high-engagement post assets.
- Designed banners and stories for demand-generation campaigns that led to a measurable increase in inbound leads.
- Researched and implemented current digital design trends to keep social content modern and competitive.

AI Image Graphic Designer (Colgate Palmolive Project)
firstmovr | Remote
Jan 2024 – Mar 2024

- Designed high-quality visual assets for global product campaigns across US, EU, and Brazil markets.
- Leveraged AI-based image generation tools to create personalized visuals for CRM and social flows, maintaining strict global brand standards.
- Rapidly adapted designs for various formats, including email, social media banners, and mobile-first ad creatives.

UX/UI Designer
Kids Galaxy (EdTech) | Remote
Feb 2023 – Dec 2023

- Applied deep knowledge of typography and UI principles to create engaging educational content and app visuals.
- Partnered with marketing teams to align visual style across SMM materials and user journeys.

UX Researcher
Veriff | Tallinn
Apr 2022 – Dec 2022

- Conducted user research and usability testing to inform CRM messaging and content strategy.
- Used data from A/B testing to inform visual choices in customer communication flows.

Verification Specialist
Veriff | Tallinn
Mar 2019 – Mar 2022

- Coordinated external communications and managed high-volume customer interactions, feeding insights into broader brand campaigns.
- Supported internal content campaigns with audience segmentation and performance analytics.
- Turned customer feedback into insights for Product, Sales, and Support teams

Public Relations Assistant
LEXIT | Tallinn
May 2018 – Feb 2019

- Managed customer communications via Intercom, resolving 800+ requests and feeding insights into CRM campaigns.

Education
Corvinus University of Budapest — BA Communication and Media Science (Sep 2025 – Present)
Estonian Academy of Arts — MA Design and Technology (Sep 2020 – Jun 2023)
Tallinn University of Technology — BA International Relations (Sep 2014 – Jun 2018)

Languages
English, Spanish, Russian, Estonian