



Jenya Prosmitsky

phone 612.978.2718

email info@jenyaprosmitsky.com

portfolio jenyaprosmitsky.com

linkedin.com/in/jenya-prosmitsky-ab59486

Work Experience

2023–Present

CAQH, Inc., Washington, District of Columbia

Integrated Marketing and Design Specialist

Contract/freelance designer for CAQH Marketing department. Specialties include:

- Print & Web design
- Digital Illustration
- Events & presentation
- Digital marketing.

2023

Optum Services, Inc., Eden Prairie, MN

Interactive Design Manager

Change Healthcare was acquired by Optum (a subsidiary of United Health Group). During the short 4 months before the companies' reorganization that led to elimination of many CHC employees' positions including my own, I oversaw rebranding of CHC marketing materials into the new Optum brand.

2017–2023

Change Healthcare Technologies, LLC, Newton, MA

Interactive Design Manager

Lead designer for Change Healthcare, a provider of revenue and payment cycle management that connects payers, providers, and patients in the U.S. healthcare system. In charge of Channel Partnerships, Data Solutions, Pharmacy, Enterprise Technology, Provider Clinical (Imaging), and Payer Clinical segments. Oversaw the Web Content Management of Sales Marketing segments on Change Digital Asset Hub. Streamlined processes for a better user experience, including sales team members, vendors, customers, and prospects. Variety of projects included:

- Marketing collateral materials
- Trade show graphics
- Infographics, presentations, logos, and iconography
- Webpage UI layout, display ads, e-books, and motion graphics (Ceros).

2014–2017

McKesson Corporation, Newton, MA

Interactive Design Manager (RelayHealth)

Lead designer of RelayHealth (a subsidiary of McKesson Corporation) Marketing. Directed integrated marketing and sales enablement projects at a FORTUNE #5 healthcare information technology company. Provided oversight and development of creative design, messaging, and communication in both print and digital mediums. Oversaw project management, supervision of freelance designers, art direction, design, and production of RelayHealth marketing materials. Worked with multiple functional teams to lead, design, present, and implement solutions for new and existing business units. Specialties included:

- Print design & advertising
- Events & presentation
- Web design
- Motion graphics
- Digital marketing.

2009-2014

McKesson Corporation, Newton, MA

Senior Graphic & Web Designer (MHS)

In-house contract designer for McKesson Health Solutions Marketing department. Responsibilities included:

- Project management and art direction
- Design of campaigns, marketing materials, direct mail, and trade show graphics
- Design of interactive programs, websites, e-newsletters, blast e-mail, and display ads.

2009

E Ink Corporation, Cambridge, MA

Graphic & Interactive Designer

In-house contract Graphic/Interactive Designer responsible for:

- Design of user interface icons
- Creation of Flash interactive presentations
- Improvement of font readability for e-readers
- Design and production of trade show posters, brochures, and signage.

2006-2008

North American Membership Group, Minnetonka, MN

Graphic Designer

Contract designer responsible for design and production of books.

1999-2006

North American Membership Group, Minnetonka, MN

Senior Graphic Designer

One of the lead designers at North American Membership Group that owned and operated membership-based lifestyle affinity organizations. Focused on affinity membership marketing, book publishing, and merchandise marketing. Responsibilities included:

- Design and production of books, calendars, and special retail projects
- Art direction of photo shoots
- Supervision of junior designers and freelancers
- Project management.

1996-2007

Lerner Publishing Group, Minneapolis, MN

Illustrator of Children's Books

The artistic creator of the Words Are CATegorical series for Lerner Publishing Group. The series' name took after the cat characters I had introduced to the books. I am the illustrator of the first three titles in the series that continue to stay on Lerner Publishing Group's best seller list since 1999 and can be found in bookstores around the world. The titles are:

- "A Mink, a Fink, a Skating Rink: What Is a Noun?"
- "Hairy, Scary, Ordinary: What Is an Adjective?"
- "To Root, to Toot, to Parachute: What Is a Verb?"

Recent work includes "The Wedding That Saved a Town".

1996-1999

Lerner Publishing Group, Minneapolis, MN

Graphic Designer

Responsibilities as a Graphic Designer included:

- Design and production of books, flyers, direct mail ads, and brochures.
- Supervision of junior designers.

Education

Web Design Certificate

Boston University, CDIA, Boston, MA

Bachelor of Science

University of Minnesota, Minneapolis/St. Paul, MN

Major: Graphic Design; **Minor:** Information Technology

Computer Graphics Certificate

School of Communication Arts, Minneapolis, MN

Bachelor of Arts

Repin Art College, Kishinev, USSR

Major: Graphic Design; **Minor:** Fine Arts

Computer Graphics Certificate

School of Communication Arts, Minneapolis, MN

Fine Arts Diploma

Schusev Children's Art School, Kishinev, USSR

Software Skills

- Adobe Creative Suite
- Ceros
- Figma
- Adobe Experience Manager (AEM)
- (X)HTML, HTML5, CSS
- JavaScript
- MS Word, Power Point, and Excel

Proficient with both Macintosh and PC platforms

Certifications

- Figma for UX Design
- UX Foundations: Interaction Design

Honors & Awards

"The Wedding That Saved a Town"

San Diego Book Award for Best Picture Book

"Hairy, Scary, Ordinary: What Is an Adjective?"

NCTE Notable Children's Book in the Language Arts 2001

"To Root, to Toot, to Parachute: What Is a Verb?"

2002 Benjamin Franklin Award

"A Mink, a Fink, a Skating Rink: What Is a Noun?"

Outstanding Book for E Group (Junior Library Guild)

"Hairy, Scary, Ordinary: What Is an Adjective?"

Spring 2000 Kids' Pick of the List (ABA)

"A Mink, a Fink, a Skating Rink: What Is a Noun?"

Fall 1999 Kids' Pick of the List (ABA)

