

# Aykys Salchak

## EXPERIENCE

### Whalar | Graphic Designer January 2025 – Present

- Executed 70+ tailored pitch decks that helped secure major brand partnerships across beauty, tech, and fashion sectors
- Collaborated closely with strategy leadership and co-CEO to ensure presentations met client goals and brand standards
- Transitioned to become the sole U.S. graphic designer in Whalar Agency's brand partnership team, leading all design across pitch decks and internal branding
- Elevated Whalar's internal brand system by refining design language that is used agency-wide
- Translated emerging digital trends into brand relevant design executions

### Whalar | Junior Graphic Designer June 2023 – January 2025

- Produced social media, one-pagers, and motion graphics that maintained the branding of Whalar Agency and Whalar Group
- Delivered high-volume design work in a fast paced agency setting while meeting tight deadlines
- Maintained and evolved the Whalar visual identity across external and internal comms

### Mothership Strategies | Graphic Designer July 2022 – May 2023

- Designed email and advertising campaigns for organizations raising awareness and millions for the 2022 Democratic candidates
- Collaborated with strategists on new design tactics to enhance engagement and encourage donations
- Successfully pitched 5 new merchandise designs within 4 weeks from conception to execution
- Managed and updated image archiving system for over 20 clients

### Voice of America Student Union | Social Media Lead Intern January 2021 – April 2021

- Produced weekly content across Facebook and Instagram
- Designed print and digital visualizations/ infographics for use in reports, brochures, 1-pagers, and online publications

### Japan-America Society of Washington, D.C. | Program and Video Intern January 2020 – August 2020

- Produced, filmed, and edited videos about Japanese culture for Instagram, Facebook, and Youtube
- Delivered Japanese cultural material to American students in their classrooms

## CONTACT

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## EDUCATION

### American University (2022)

BA, International Studies,  
*magna cum laude*  
Minor: Graphic Design

## TOOLS

Photoshop  
Illustrator  
InDesign  
Figma  
Asana  
Premiere Pro  
After Effects  
Final Cut Pro  
Procreate

## SKILLS

Branding Systems  
Presentation Design  
Campaign Creative  
Template Building  
Editorial Layout & Visual Storytelling  
Cross-functional Collaboration  
Internal Brand Development  
Creative Communication