

<h2>about</h2> <p>Art director and designer with extensive experience in branding and visual communications. I specialise in creating visual identity in FMCG and other industries. I work with start-ups and large companies. I help visual solutions to meet business objectives. My projects have won international design awards for 'best identity' and 'best packaging'.</p>		<h2>links</h2> <ul style="list-style-type: none"> + Portfolio soon (now is not update) + Awards and Publications soon + Recommendation Letters soon + Facebook Linkedin + Instagram illustration Instagram 3d Instagram foto Instagram design 								
<h2>education</h2> <p>BHSAD: AD&VC Art Direction. 2011</p> <p>Wordshop Art Direction. 2011 — 2012</p> <p>British Higher School of Design: Visual communications. 2015 — 2017</p> <p>Buro ermolaeva Identity. 2017</p> <p>Brand effect From business to branding. 2017</p> <p>BangBangEducation Cinema 4D: 15 steps — daily render. Typography: about form and content. 12 key lessons in typography. Font in a logo. Identity: step-by-step instructions. 4 posters in 4 days. 2023</p> <p>Typomania School Book. part 1. Book. part 2. Posters. 2024</p>	<h2>experience</h2> <p>Freelance — Independent Art Director 2019 — up to now</p> <p>Geometry global — Design leader international creative agency 2018 — 2019</p> <p>Key project — Art Director graphic design and visual communications studio 2014 — 2019</p> <p>Archpoint — Art Director architectural bureau 2013 — 2014</p> <p>DauSlovo — Art Director advertising agency 2013 — 2014</p> <p>Efm solutions — Art Director marketing agency 2009 — 2010</p> <p>Cetis — Graphic designer branding agency 2008 — 2009</p> <p>First Consul — Graphic designer full-service marketing agency 2006 — 2008</p> <p>Tea World — Graphic designer tea company and sales factory 2004 — 2006</p>	<h2>knowledge and skills</h2> <p>software</p> <table border="0"> <tr> <td>illustrator ****</td> <td>after effects***</td> </tr> <tr> <td>figma ****</td> <td>premiere pro **</td> </tr> <tr> <td>photoshop *****</td> <td>cinema 4d **</td> </tr> <tr> <td>indesign *****</td> <td>keynote **</td> </tr> </table> <p>in design Typography, composition, colour psychology, design of logos, packaging, corporate identity, illustrations, layout of multi-page publications</p> <p>in branding Knowledge of the branding and marketing base, and their impact on business objectives</p> <p>in managing a creative project in a creative team. Overseeing design from idea to realisation and considering design alignment with brand objectives</p> <p>presentation skill Justification of project solutions for clients and management</p> <p>team orientation positive thinking happy to share my experience</p> <h2>hobbies and Interests</h2> <p>I create fun short stories. I continue to explore illustration in different mediums like animation, ceramics and embroidery. And I dabble in photography</p>	illustrator ****	after effects***	figma ****	premiere pro **	photoshop *****	cinema 4d **	indesign *****	keynote **
illustrator ****	after effects***									
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<h2>current focus</h2> <p>product and corporate branding product and corporate branding I develop visual brand identity: from logo to brandbook.</p> <p>packaging design for a wide range of sectors including FMCG, industrial, fashion and other industries.</p> <p>layout design any complexity for presentations, brochures, annual reports and communication materials, taking into account the brand narrative.</p> <p>Graphics and illustrations in 2D and 3D adding an emotional element to visual solutions.</p>	<h2>how i can help</h2> <p>in solving local design problems from logos and brand books to packaging design and marketing materials.</p> <p>in brand building or brand revitalisation finding meanings, defining values and proposing brand communication language</p> <p>to increase brand awareness by creating a consistent design of visual materials in all communication channels</p> <p>creating a creative product capable of winning an international design award in the field of design. Which is an additional advantage and information reason</p>									