

<p><b>about</b></p> <p>I'm an interdisciplinary designer and art director specializing in graphic design and corporate identity. I have collaborated with leading agencies, creating design projects for both large corporations and small businesses. My work has received international recognition in the nominations "Best Corporate Identity" and "Best Packaging".</p>	<p><b>links</b></p> <ul style="list-style-type: none"> <li>+ <a href="#">kirzhbaum.art</a>   branding, package</li> <li>+ <a href="#">other works</a></li> <li>+ <a href="#">pixelniki</a>   animation, illustration</li> <li>+ <a href="#">reviews</a>   reviews</li> </ul> <p><a href="#">Linkedin</a>   <a href="#">Facebook</a>   <a href="#">X</a></p>	
<p><b>education</b></p> <p><b>BHSAD: AD&amp;VC</b> Art Direction. 2011</p> <p><b>Wordshop</b> Art Direction. 2011 — 2012</p> <p><b>British Higher School of Design:</b> Visual communications. 2015 — 2017</p> <p><b>Buro ermolaeva</b> Identity. 2017</p> <p><b>Brand effect</b> From business to branding. 2017</p> <p><b>BangBangEducation</b> Cinema 4D: 15 steps — daily render. <b>Typography: about form and content.</b> <b>12 key lessons in typography.</b> Font in a logo. Identity: step-by-step instructions. 4 posters in 4 days. 2023</p> <p><b>Typomania School</b> <b>Book, part 1.</b> <b>Book, part 2.</b> Posters. 2024</p>	<p><b>experience</b></p> <p><b>Freelance — Independent Art Director</b> 2019 — up to now</p> <p><b>Geometry global — Design leader</b> international creative agency 2018 — 2019</p> <p><b>Key project — Art Director</b> graphic design and visual communications studio 2014 — 2019</p> <p><b>Archpoint — Art Director</b> architectural bureau 2013 — 2014</p> <p><b>DauSlovo — Art Director</b> advertising agency 2013 — 2014</p> <p><b>Efm solutions — Art Director</b> marketing agency 2009 — 2010</p> <p><b>Cetis — Graphic designer</b> branding agency 2008 — 2009</p> <p><b>First Consul — Graphic designer</b> full-service marketing agency 2006 — 2008</p> <p><b>Tea World — Graphic designer</b> tea company and sales factory 2004 — 2006</p>	<p><b>knowledge and skills</b></p> <p><b>software</b> illustrator **** after effects** figma **** premiere pro ** photoshop ***** cinema 4d * indesign ***** keynote **</p> <p><b>in design</b> Typography, composition, colour psychology, design of logos, packaging, corporate identity, <b>illustrations</b>, <b>layout of multi-page publications</b></p> <p><b>in branding</b> Knowledge of the branding and marketing base, and their impact on business objectives</p> <p><b>in managing</b> a creative project in a creative team. Overseeing design from idea to realisation and considering design alignment with brand objectives</p> <p><b>presentation skill</b> Justification of project solutions for clients and management</p> <p>team orientation positive thinking happy to share my experience</p> <p><b>hobbies and Interests</b></p> <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>
<p><b>current focus</b></p> <p><b>product and corporate branding</b> product and corporate branding I develop visual brand identity: from logo to brandbook.</p> <p><b>packaging design</b> for a wide range of sectors including FMCG, industrial, fashion and other industries.</p> <p><b>layout design</b> any complexity for <b>presentations, brochures, annual reports and communication materials, taking into account the brand narrative.</b></p> <p><b>Graphics and illustrations</b> in 2D and 3D adding an emotional element to visual solutions.</p>	<p><b>how i can help</b></p> <p><b>in solving local design problems</b> from logos and brand books to packaging design and marketing materials.</p> <p><b>in brand building or brand revitalisation</b> finding meanings, defining values and proposing brand communication language</p> <p><b>to increase brand awareness</b> by creating a consistent design of visual materials in all communication channels</p> <p><b>creating a creative product</b> capable of winning an international design award in the field of design. Which is an additional advantage and information reason</p>	