

Elizaveta Porechnaya

Brand Designer

Belgrade, Serbia | +381 62 117 98 19 | lisporechnaya@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Brand & Graphic Designer with 5+ years of experience creating brand identities, scalable design systems, and marketing assets for startups and international companies. Skilled in translating strategy into cohesive visual systems across digital, print, and presentation design. Experienced in managing multiple projects simultaneously and collaborating cross-functionally from concept to execution.

SKILLS

Skills: Figma, Adobe CC: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe InDesign, Typography, Layout, Digital storytelling,

Languages: Russian (Native), English (Fluent)

Expertise in: Float (project management system), CRM, Trello, Basic knowledge of UX/UI practices and motion design

PROFESSIONAL EXPERIENCE

Buttnhand, UK - boutique branding agency

Senior Brand Designer

Aug 2024 - now

- Led up to 5 branding projects simultaneously, accounting for 60% of the agency's workload
- Directed a developer's rebrand to capture a new target audience, resulting in increased brand recognition through a city-wide advertising campaign.
- Led the end-to-end development of a hospitality brand identity, translating positioning strategy into launch-ready visual assets, print materials, and campaign guidelines
- Developed a unified design system that streamlined internal communications across 70 countries and accelerated content production for 2,400+ employees. (Ehrmann)
- Expanded a brand concept into a full suite of assets, adapting the design system (colors, fonts) for practical use and delivering ready-to-use toolkits for print, e-mail, social media, etc.

Freelance

Brand and Graphic Designer

Oct 2022 - Aug 2024

- Developed a complete brand identity within one week, translating market research and positioning into a scalable visual system for rapid product launch.
- Increased brand recognition for a medical apparel company by 30% through a cohesive visual identity system. Designed a wide range of brand assets including website visuals, packaging, print materials, marketplace graphics, and social media templates.
- Built a scalable social media visual system for GeniusShot, helping grow the account from launch to 24K followers.
- Created and led an 8-week design mentorship program for 25+ students. Helped 15 mentees transition from beginner level to working with international clients independently.

Point to Point, (Israel) - presentation design course with 2000+ students

Presentation Designer and Operations Manager

Feb 2021 - Oct 2022

- Contributed to a successful \$1M fundraising round by structuring investor presentations and designing pitch materials.

HIGHER EDUCATION

Gubkin Oil and Gas University (Russia)

May 2021

Master's Degree in Oil and Gas system modeling

ADDITIONAL EDUCATION:

- Course "Graphic Design" – 300 hours
- Course "Typography" – 80 hours
- Course "Web Design" – 120 hours
- Course "Preparing Files for Print" – 10 hours
- Course "Layout" – 80 hours

ADDITIONAL ACTIVITIES

I've been snowboarding every winter for 12 years, and every summer I go scuba diving. More recently, one of my hobbies has been agility training with my dog. Follow the best practices of Pentagram, PORTO ROCHA, Mouthwash Studio, Stockholm design studio, Studio DBD, Collins, Studio Dumbard/DEPT, Locomotive