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Graphic & Brand Designer

Objective:

Creative and versatile Web, Graphic and Brand Designer seeking a full-time or freelance position where I can leverage my multidisciplinary design skills. Passionate about assuming an Art Director or Senior Designer role in a dynamic, comprehensive creative company or studio that integrates all types of design. Eager to contribute to innovative projects with international teams, ideally in HoReCa, education, or film industries, while enjoying remote work and supportive company culture.

Summary:

Experienced Designer with a strong track record in multidisciplinary projects including rebranding, web design, marketing materials, and visual storytelling. Skilled in delivering creative concepts quickly without sacrificing quality, adapting to diverse client needs, and collaborating with teams to achieve business goals. Demonstrated leadership in managing small teams and organizing workflow efficiently.

Education & Training:

Voronezh Institute of High Technologies (Voronezh, Russia).

Field of study: Additive Technologies, 3D Design.

Gained a solid foundation in 3D modeling, additive manufacturing processes, and digital design techniques, which enhanced both my technical expertise and creative capabilities in design.

Additional Training

Completed advanced design training with industry professionals, significantly improving my understanding of user-centered design principles, visual composition, and practical application of design tools.

Design Tools and Software:

Figma
Adobe Photoshop
Adobe Illustrator
Tilda
Blender (basic)
After Effects
Various AI-based design tools

Design Experience:

1. Coffeemanía

July 2025 – Present

- **Role:** Lead Internal Communications Designer
- **Company:** Coffeemanía is a premium Moscow-based restaurant and coffeehouse chain, with over 50 restaurants and a presence in Dubai.
- **Tasks:**
 - Created a design system for different internal communication streams, establishing a consistent visual language and reusable templates.
 - Rebranded Coffeemanía's football team, developing its visual identity and applying it across team apparel and supporting materials.
 - Designed printed materials for employees and restaurants, including posters, brochures, certificates, employee guides, onboarding materials and career development roadmaps.
 - Developed visual identities for internal events and employee competitions, covering key visuals, event materials, branded merchandise, signage and press walls.
 - Designed presentations and communication materials for senior leadership, translating complex information into clear visual narratives.
 - Created restaurant posters and informational materials highlighting career paths, development opportunities and internal initiatives.
 - Designed a wide range of employee merchandise, from apparel and accessories to welcome kits, gifts and event collections.

- Produced visuals for the corporate Telegram channel and internal newsletters, including AI-generated imagery aligned with the brand's premium aesthetic.
- **Tools Used:** Figma, Photoshop, Illustrator, Tilda, AI tools.

Achievements: Received positive feedback from leadership on design quality. Contributed to a 14% increase in responses to internal initiatives. For example, nearly 3,500 of 4,900 employees took part in the December 2025 employee survey which is 6% more than in the previous survey. In collaboration with the HR-department, I refreshed the visual identity and created clear, consistent campaign materials across all employee touchpoints.

2. Delimobil Carsharing

March 2025 – August 2026

- **Role:** Communications Designer
- **Company:** Delimobil is Russia's largest car-sharing service, with international operations under the Anytime brand in Kazakhstan and Belarus.
- **Tasks:**
 - Developed visual identities and design systems for Delimobil sub-brands, maintaining a unified visual language across B2C and B2B communications.
 - Contributed to the company rebranding and created master layouts and a reusable template library for social media ads, print materials, promotional offers, banners and internal presentations.
 - Created and developed in-app landing page systems in collaboration with product teams.
 - Designed materials for digital, CRM and advertising campaigns, including regular emails and in-app notifications.
 - Designed vehicle wraps for special projects and brand collaborations, including SPAR, OTP bank, 2GIS, T2.
 - Created employee merchandise designs.
 - Worked on the international car-sharing direction "Anytime", developing design materials for the Kazakhstan and Belarus markets.
 - Integrated AI tools into daily design and production workflows.

- **Tools Used:** Figma, Photoshop, Illustrator, AI tools.
- **Achievements:** Delivered consistent, high-quality design across digital and offline channels, supported the company rebranding and marketing campaigns, and created reusable templates that simplified content production.

3. Show “Teatr Maketov” (Freelance Complex Project)

- **Role:** Multi-designer
- **Client:** Teatr Maketov is an immersive multimedia show bringing scale models of Russian cities to life through moving architecture and projection mapping.
- **Goal:** Create a complete brand experience with a strong wow factor that captures the show’s atmosphere and makes people want to visit.
- **Design Concept:** Inspired by projector light, the theatre’s main creative tool and a central part of the show. A dark background and translucent, colourful beams reflect the visitor experience and immerse the audience in the space before they even buy a ticket. The style includes graphic elements that connect theatre and travel, such as tickets.
- **Results:**
 - Defined the brand positioning as a “Wow” destination offering a new kind of immersive experience.
 - Developed a complete visual identity across staff uniforms, signage, print materials, merchandise and social media.
 - Designed and built an engaging ticket-sales website with distinctive animations and a clear journey from discovering the show to buying tickets.
 - Connected the online and on-site experience through a consistent visual style, bringing the show’s atmosphere into every visitor touchpoint.

4. Exoskin (Freelance Complex Project)

- **Role:** Multi-designer
- **Company/Client:** Exoskin Plus is a distributor of professional exosomal cosmeceuticals
- **Goal:** Build the brand from scratch and convince consumers that exosomes (derived from placenta) are safe and effective.

- **Tasks:**
 - Branding: logo, corporate identity, brand platform.
 - Web design with clear explanation of exosomes.
 - Sales-driven presentations.
- **Design Concept:** Inspired by ancient Greek goddesses, especially Aphrodite — metaphor for beauty, calm, and confidence. Women after exosome procedures were visualized as Aphrodite emerging from sea foam. The style blends Greek elements and cosmetic imagery.
- **Results:**
 - Website covers two target audiences: B2B (cosmetologists, distributors) and end consumers, with categorized catalog and lead magnets (free consultations).
 - Project approved with minimal revisions; brand launched successfully.
 - Client feedback remains very positive on design effectiveness.

5. Germanikure (Freelance Project)

- **Role:** Designer
- **Goal:** Design Amazon product cards for German nail care accessories targeting different customer groups (youth, homemakers, businesspeople).
- **Design Approach:** Used distinct visual styles, like Bento, Swiss style, Brutalism, to appeal to diverse audiences.
- **Result:** Increased Amazon sales across targeted segments.

6. Polyglot Language School (Complex Project)

- **Role:** Designer
- **Tasks:**
 - Rebranding.
 - Website design.
 - Social media design.
 - Print materials.
- **Design Concept:** Emphasized the school's non-traditional, playful approach to language learning. Used hand-drawn, childlike elements, graphical toys (springs,

slime), and a mascot dinosaur “Dino” redesigned in a minimalist style with bright colors.

- **Results:**

- Increased new year student enrollment by 35% compared to the previous year.
- Developed a D&D-based personalized educational game (under NDA) — designed character cards, game board, box, and instructions.
- Additional revenue boost due to new game-based learning service.

7. Ongoing Project with Blog Expert Vika Sheshura

- **Role:** Designer

- **Tasks:**

- Social media design.
- Landing page development for product launches.

- **Design Concept:** Captured Vika’s personality: fun, sometimes quirky but wise and friendly.

- For the first launch "take inst easy," created a mobile site resembling an Instagram profile with avatar, follower-style positioning of unique selling points, highlights, and posts. Bright, slightly neon colors and abstract elements reinforced the message of freedom and self-expression.
- The second landing page won the Russian MOT award: bright, "sweet and tasty," with simple Arial typography emphasizing Vika’s approachable, straightforward nature. Light animations added an airy feel.

- **Results:**

- The site significantly increased conversion for product sales, contributing to Vika’s first million in launch revenue.

Key Portfolio Projects:

1. Coffeemanía

Link: <https://www.behance.net/gallery/256093615/Coffeemanía-Communication-Design>

Goal: Created the visual identity system of internal communications, strengthened the internal employer brand and introduced templates that reduced content production time. Received positive feedback from leadership on design quality. Contributed to a 14%

increase in responses to internal initiatives.

2. Delimobil

Link: <https://www.behance.net/gallery/240910619/Delimobil-Communication-Design>

Goal: Delivered consistent, high-quality design across digital and offline channels, supported the company rebranding and marketing campaigns, and created reusable templates that simplified content production.

3. Show “Teatr Maketov”

Link: <https://teatrmaketov.ru/>

Goal: Defined the brand positioning as a “wow” destination offering a new kind of immersive experience.

4. ExoSkin Plus

Link: <https://exoskin.plus>

Goal: Design a professional, trustworthy website that clearly presents the product’s innovative features and benefits to a broad audience.

5. Germanikure

Link: https://www.behance.net/gallery/256202125/Germanikure-Amazon-Longreads?l_o=2ca4fb448b8272ff0f4f537a0bde64d92c161eca2cde154e6f0f86173e4f870b

Goal: Design Amazon product cards for German nail care accessories targeting different customer groups (youth, homemakers, businesspeople).

Skills

Core Skills

- Creating landing pages rapidly (2-3 days from zero).
- Multidisciplinary design expertise combining web design and marketing insights from 2 years of SMM experience.
- Strong concept development and problem-solving through unconventional perspectives.

Soft Skills

- Excellent brand intuition and visual translation of brand identity.
- Adaptability across diverse design tasks and projects.
- Creative idea generation with logical design coherence.
- Client-focused with discipline and added service quality.

- Proven leadership experience managing teams effectively and fostering a positive, non-toxic work environment.

Additional Experience

- Led a small design-focused studio with a team of 5, managing up to 8 projects simultaneously while ensuring team well-being and timely delivery.
- Spot Manager at Surf Coffee: oversaw staff scheduling, inventory, procurement, event planning to boost revenue, and trainee training. This role enhanced my organizational, leadership, and business understanding skills.
- Competitive acrobatics athlete (Master of Sports), contributing to high stress resilience and discipline.
- Founder of personal 3D printed home decor brand “Kesi.”
- Currently learning Armenian and Hungarian for both personal enrichment and professional opportunities.

Interests:

Acrobatics (Master of Sports).
3D printing and home decor design.
Language learning (Armenian, Hungarian).

English Proficiency:

Upper-Intermediate (B2) level.

Recognition

Russian MOT award for the website:

<https://sheshura.ru/lazyinst?ref=https://tilda.cc/ru/madeontilda/>

Cover Letter

Dear Hiring Manager,

I am writing to express my interest in the Web/Brand/Communications Designer position at your creative company. With years of experience crafting engaging visual identities and digital experiences, I bring a multidisciplinary approach that combines web design, branding, and marketing expertise. My background includes leading rebranding efforts, designing user-centric websites, and creating compelling presentations and promotional materials.

I thrive in dynamic, collaborative environments and am especially drawn to studios that offer a comprehensive approach to design, integrating both web and graphic disciplines. Working remotely suits my workflow best, as it allows me to deliver high-quality results with flexibility and efficiency.

I am passionate about contributing to projects in sectors like HoReCa, education, and cinema where creativity meets meaningful impact. Moreover, I look forward to joining a young, international team where I can eventually develop my potential in a leadership role.

Thank you for considering my application. I am excited about the possibility of contributing my skills and enthusiasm to your team and am happy to discuss how I can help achieve your goals.

Best regards,
Victoriia Shunulina