



10+ years building brand identity, visual communications, and scalable design systems for digital products in international markets

Design & AI Tools

Figma, Claude, ChatGPT, Gemini, Adobe Creative Cloud

Skills

Branding, Visual Identity, Presentations, Illustration, Motion Design

Education

Tver State University  
M.A. in Psychology, 2017

Languages

English (B2)  
Russian (Native)

Tangem

Jan 2024 – May 2026

International manufacturer of hardware crypto wallets and a financial ecosystem

Marketing Design Lead

Streamlined marketing production by introducing a design system, templates, and AI tools

Led a team of 4 designers, owning planning, task allocation, and cross-team collaboration

Results

- ◆ Grew the brand's social media following from 100K to 1M+ in two years
- ◆ Increased content output from 4 to 10 posts per week without expanding the team
- ◆ Cut visual asset production time from ~6 hours to ~1 hour per piece
- ◆ Rolled out a design system to maintain a consistent brand look across all channels
- ◆ Launched new content formats to boost engagement and product interest

SpatialChat

Jan 2022 – Oct 2023

Collaboration platform for remote work, online learning, and virtual events

Senior Communication Designer

Designed and rolled out a mascot- and geometry-based brand identity, and established unified standards for marketing materials

Results

- ◆ Built a visual system for illustrating informational posts and product features
- ◆ Introduced standards and templates for a consistent look across communication materials
- ◆ Product of the Day on Product Hunt: led creative direction and produced launch assets

**Hate Agency**

Feb 2021 – Dec 2021

International digital agency  
specializing in digital  
marketing and design

**Middle Communication Designer**

Worked on communications and marketing materials  
for Sber, Alfa-Bank, Xiaomi, IQOS, MegaFon, and Yandex.

**Results**

- ◆ Developed the brand identity and brand book  
for AlfaLeasing, preserving continuity with the parent brand
- ◆ Refreshed the visual approach for “SberAutopodpiska,”  
lifting audience engagement by ~35%

**Gambit Esports**

Feb 2020 – Dec 2020

Esports organization and  
international tournament  
finalist in Counter-Strike,  
Dota 2, and League of Legends

**Communication Designer**

Developed visual communications following a rebrand;  
designed team and player account visuals  
and produced social media and marketing materials

**Results**

- ◆ Built a template system for player account  
visuals, cutting update time several-fold
- ◆ Rolled out the post-rebrand visual style,  
strengthening the team's visual identity
- ◆ Structured workflows for more effective  
collaboration across departments

**Komitet**

Jan 2019 – Jan 2020

Publishing company  
managing UGC platforms:  
vc.ru, TJournal, and DTF

**Marketing Designer**

Created visual content for ad campaigns  
and worked on special projects and article covers

**Results**

- ◆ Designed 40+ unique article covers,  
growing reader engagement by ~20%
- ◆ Developed a conceptual approach to content  
design to strengthen ad campaigns
- ◆ Introduced an illustration-scoring system  
for task planning and timeline estimation

**nikitaze.com**



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