

Aleksandra Ivanova – Art Director, Designer

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A Designer and Art Director, possessing a broad set of skills with a specialization in branding.

Achievements

Freelance Art Director, Jun 2016 - Present

- **7 WEST – fine dining restaurant on Manhattan, Jun 2023–Mar 2024**
Led the art direction and supervised the design team in the brand identity for a fine dining restaurant in Manhattan.
- **Nubio – beauty start-up, Jun 2023–Feb 2024**
Provided expert design consulting and art direction services, enhancing brand visual strategy and execution across multiple projects.
- **Yuvental group – travel agency in Istanbul, Dec, 2019**
Supervised a creative team comprising illustrators and motion designers working on the brand identity and promotional materials.

Freelance Graphic Designer, Jun 2016 - Present

- **Skin City Lab – medical SPA start-up in New York, Oct 2022**
Designed a small brand identity and a website on the no-code platform;
- **SETTERS MEDIA, Oct-Dec, 2023**
Developed visual design of articles (covers, infographics, cards, resizes) for special projects with Yandex School of Data Analysis, Sloj bakery, Tinkoff–Journal;
- **Loreto – fine dining restaurant in Brooklyn, Sept, 2022**
Designed social media banners that produced 120+ monthly inquiries, leading to 20+ group reservations, 2-3 venue buyouts, and a total revenue of \$145,000;
- **La Baia – fine dining restaurant on Manhattan, Sept, 2022**
Designed social media banners that produced 160+ monthly inquiries, leading to 33 group reservations, and a total revenue of \$271,000;
- **Zircon Kids – medical start-up, Oct-Nov 2021**
Designed small brand identity and packaging for baby teeth dental crowns set;
- **EXIT – foodTech start-up in Russia, Oct 2020 – Mar 2021**
Designed an e-commerce website using the no-code platform, attracting a total of 103,991 users within a six-month period;
- **Foxford – Russian edTech company with a user base of 687 500, Jul – Oct 2020**
Built visual system for social media, designed 40+ master layouts and a guideline;

Freelance Brand Designer at SETTERS – the agency ranked #1 in the TOP-20 agencies in Russia, Dec 2018 - Present

- Designed brand identities from research and concept to a guideline for:
 - **Tetrika**, one of the TOP-6 largest edTech companies in the school education segment in Russia. After the project, the client has contacted the agency for new projects;
 - **Vertical We&I**, a hotel chain with locations in Saint Petersburg, Moscow, and Dubai;
 - **Rybakov School Award**, a non-profit educational game for Russian school students, in which 1200 school teams participated. After the project, the client has repeatedly contacted the agency for new projects;
 - **Smenka show**, a youtube project with a social media reach of >1 000 000.
- Developed a concept and executed the design of a branded merchandise for **Yandex.Direct**, a platform for running contextual advertising, used by over 400,000 advertisers.
- Designed a comprehensive suite of event materials, encompassing uniform sets, badges, coffee cups and branded giveaways for **Yandex Big Ad** conference with an audience of 5,000+ viewers;
- Created illustrations and designed greeting email layouts for 10 000+ employees and partners of **Innotech**, a Tech company with 15+ million users, specializing in the development of modern fintech products;

Communication Designer at Paper Planes Consulting Agency, TOP-20 SMM agencies in Russia , Jun 2017 – Dec 2017

- I was responsible for social media design: created graphic and animated content for:
- **MARS HR**, the world's leading manufacturer of food products;
 - **Lipton, Kinder, Nutella**, the world's leading food products;
 - **Miratorg**, the largest Russian producer of high-quality food products, catering to over 140,000 points of sale nationwide.

Illustrator at the design studio Dau Slovo , Jul 2014

- Project work: created 10 Illustrations and lettering for the Book of poems for children made for clients of **B&N Exclusive Bank**.

Awards & Scholarships

#madeontilda, 2018 – 2020

Featured

Poster Battle, 2016

Poster competition, winner

Golden Bee, 2016

Poster biennale, short listed

Typomania, 2018

Typography festival, winner

Individuality, 2016

Poster competition, short listed

Design Debut, 2014

Graphic design competition, winner

Merit Scholarship, 2021–2022

La Sapienza

Lazio Disco, 2022–2023, 2023–2024

La Sapienza

Collaboration Scholarship, 2024

La Sapienza

Ministry of Education, Universities and Research Grant, 2022–2023

La Sapienza Exchange Grant, 2022–2023

Erasmus Exchange Grant, 2022–2023

Education

Bolditalic School, *Online course, March 2024 – Present*

Typeface design

La Sapienza, *Rome, Italy, 2021 – Present*

Master, Design, Multimedia, Visual Communication

Studied Visual Communication in Fashion, Contemporary Art, Storytelling.

Windesheim University of Applied Sciences, *Zwolle, Netherlands, 2022 – 2023*

Exchange student, Erasmus program

Became adept at collaborating within multinational and multidisciplinary teams.

10 EASY STEPS IN CINEMA 4D, *Online course, 2018*

3D basics

Higher School of Economics, *Moscow, Russia, 2013 – 2017*

Bachelor, Design

Studied brand, poster and book design / Took classes on silkprint and package design / Participated in design competitions.

Skills and Responsibilities

Brand Identity Design:

- Market research
- Trend watching
- Concept and idea generation
- Logo design
- Graphics and Typography
- Brand guideline design

Design:

- Illustration
- Book design
- Landing pages design
- Lettering, typeface design

Software:

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Tilda
- Adobe After Effects (basics)
- Cinema 4D (basics)
- Robofont (basics)
- Midjourney

Soft skills:

- Time management
- Effective communication
- Idea presentation
- Versatile team player

Languages:

- English – C1 (IELTS)
- Russian – native
- Spanish – elementary
- Italian – elementary

