

Misha Gusev

Lead/Senior Communications Designer

Mikhail Gusev
Porto, Portugal (GMT/BST)
+351 910 198 937
mishagusevmail@gmail.com
LinkedIn Profile
mishagusev.pro

I am a graphic designer with a focus on typography and layout design. My approach is rooted in art direction and clear visual communication, ensuring every project has a solid structure and a consistent look. While I have experience leading teams and consulting, I find the most satisfaction in being hands-on with the creative process and the design itself. I'm a self-managed designer who values continuous learning and helping others on the team when needed. I am comfortable with ambiguity and enjoy finding unconventional solutions to design problems.

KEY SKILLS

Graphic Design
Editorial Design
Art Direction
Printed Media Design
Web Design
Design for events

Visual Language
Design Strategy
People Management
Leadership
Mentorship

Intercultural communication
Deep thinking
High agency
Adaptability
Dealing with ambiguity
Conflict management
Collaboration across time zones

EXPERIENCE

2024—2025

TBC UZBEKISTAN

A digital financial ecosystem based on Uzbekistan's first digital bank with Georgian roots (recognized among CNBC's 2025 World's Top 10 Fintech Companies).

PRINCIPAL DESIGNER

Led brand communications design and managed a team of designers. Hired and mentored lead designers for large-scale PR and business projects. Acted as an internal consultant to help non-designers understand design value. Focused on improving the company's design culture and its visual influence on the local market.

2019—NOW

WHEELY

A Swiss-founded British luxury services company integrating chauffeuring with a privacy-centric tech platform.

CONSULTANT

Specialist consultant for unconventional cases and design quality assurance.

HEAD OF COMMS DESIGN

Led the team as art director, people manager, and brand guardian. I ensured quality and efficiency across typography, video, and digital presence. My work on the Chauffeuring Academy and company rebranding helped pivot Wheely into the luxury market. I also directed numerous launch campaigns that strengthened the company's position in the international chauffeuring space; and the aesthetic development of the app.

LEAD DESIGNER

Provided hands-on leadership for unconventional, first-time challenges in communications design. I developed the team structure and design approach while leading the execution of custom layouts, wayfinding, and event environments.

2018—2019

CHARMER

A boutique design studio with a premier reputation among the national design community

SENIOR WEB-EDITORIAL DESIGNER

Designed and art-directed digital publications and editorial websites as well as promotional sites and visual storytelling for cultural projects. Maintained a balance between aesthetic direction and functional web design.

2015—2017

YANDEX

One of the largest European (Google-like) internet companies providing a variety of digital services and machine-learning-driven products for millions of users.

SENIOR COMMS DESIGNER

I served as a senior designer for event branding and an internal go-to for typography and print. My main achievement was updating the visual aesthetics and production workflows for the company's events. By optimizing these systems, I improved design quality and efficiency for hundreds of annual events, from small gatherings to large conferences.

EDUCATION

Self Educated/Self Curated
ERA Berlin (origins of modernist design) @ Masterskaya® & Designworkout®
Art Director Wanted @ Masterskaya® & Designworkout®
Editorial Design course @ Masterskaya® & Designworkout®
Editorial Design course by Zhdan Philippov
Visual Research @ BangBangEducation®
Running my own Typography Layout Design course

LANGUAGES

English: Working proficiency
Russian: Native

PERSONAL

Guided by curiosity rather than the certainty of experience, I explore new media and methods freely while maintaining a disciplined focus on the precision of the final output.

I bring a chill but disciplined approach to the team. As a communicator, I am encouraging and accessible. I believe the best design comes from a culture of open exchange, where a safe space and mutual appreciation give people the courage to share ideas. I also value the responsible use of available resources—making the most of what we have to create something meaningful.

Beyond the screen, I'm interested in the history of typography, independent publishing, and the intersection of print and digital media.

Also, sick beats.