

● ARTEM ANDRIEIEV

Graphic Designer Visual Identity & Web design

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Brand Designer with 8+ years of experience in visual identity and full-cycle brand development. Worked with startups and established businesses across Ukraine and Germany. Approaches brand design as a complete discipline – from visual identity and print to digital implementation and web.

● EXPERIENCE

RBTNK

E-commerce
2023 – 2025

Graphic design

- Developed and maintained visual identity system, design documentation, and knowledge base
- Art directed campaign visuals within a small cross-functional team — concept, storyboarding, vendor briefing, and asset adaptation across platforms and press releases
- Designed and prepared production files for print, packaging, and merchandise
- Designed and maintained promotional website (Webflow) and e-commerce store (Shopify)
- Ensured brand consistency across B2B collaborations with partner brands and charitable projects

Belkins

B2B lead
generation
agency
2022 – 2023

UI/UX Designer

- Redesigned company website while maintaining brand consistency and evolving existing visual direction
- Built UI component library from scratch to standardize design across digital products
- Designed landing pages for internal service pages and product offerings

2021 – 2022

Graphic design

- Designed marketing and webinar visuals for LinkedIn, Facebook, Instagram, and YouTube
- Created LinkedIn content visuals for client-facing B2B outreach campaigns

Self-employed

2019 – 2021

Freelance Designer

- Developed brand identities and logo systems for independent clients
- Created social media visuals and marketing materials
- Produced motion design content

Advertising Avenue

Creative agency
2017 – 2019

Creative Designer

- Created presentations and storyboards for advertising pitches and tenders
- Developed creative concepts and visual materials for advertising campaigns and brand activations (MOYO)
- Designed catalogue layouts, packaging, city banners, event stands, and POS materials (Silpo, Gamma)
- Produced social media content, stop-motion and video content, photography, and retouching (Novus, Globino, Lactel/Dolche)

My City Print

Print shop
2016 – 2017

Graphic design

- Designed print materials including business cards, brochures, and promotional materials
- Consulted clients on design solutions and material selection

● LANGUAGES

German C1 English B2 Ukrainian C2

● EDUCATION

Academy of Fine Arts Leipzig (HGB)

Diplom programme Oct 2026 – present
Book Art / Graphic Design

Projector Online Institute

Online course Feb – May 2021
Web Design

School of Visual Communication

Intensive course Aug 2017
Graphic Experimental Practices

● SELECTED PROJECTS

AG Kino

Berlin, Germany 2025
Key visuals, social media
templates, print

Antykino

Kyiv, Ukraine 2025
Webflow website

Ogonëk Shop

Odesa, Ukraine 2021 – 2022
Social media visuals, landing
page, blog graphics, newsletter
design, print

Antykino

Kyiv, Ukraine 2019 – 2021
Social media and print for
entertainment venue

Kurazh Bazar

Kyiv, Ukraine 2016 – 2017
Event brand identity for Ukraine's
largest charity flea market,
12,000+ visitors per event

● SKILLS

Design Tools

Figma, Adobe Illustrator, Photoshop,
InDesign, After Effects

Brand

Brand guidelines, Visual identity
systems, Typography, Print production

Web & Development

Webflow, Shopify, CSS, CMS