

• Open to Projects

FULL-CYCLE DESIGNER *

Vladislav Zhukov

Digital / Graphic Brand Designer | Remote / Hybrid



6+

years of experience

7

communication channels

3

markets: Kazakhstan, Russia, America

6+ years in graphic, digital, and web design. I create visual systems for brands and advertising campaigns, from concept to finished materials. I use AI for idea generation and content production.

Work Experience

«FIT SERVICE»

Senior Digital / Graphic Designer | August 2024 – March 2026

Developed seasonal advertising campaigns, outdoor advertising, and marketing materials for websites and mobile applications. Created promo websites and visual concepts while following strict brand book and typography requirements. Integrated Midjourney and Google Gemini into the design process, reducing production time for complex graphics by 40%. Updated creatives increased CTR by 22%, while marketing materials helped attract new partners.

«FINPARK»

Digital / Ux-Ui / Marketing Designer | March 2022 – July 2024

Created visual content for Finpark: posts, stories, advertising materials, and web graphics. Developed website design, improved page structure, and adapted interfaces for different devices. Created a social media template system, accelerated content production by 30%, and maintained a consistent visual brand style.

«MOSSO»

Graphic / Digital / Marketing Designer | February 2020 – January 2022

Designed branded merchandise and printed materials for MOSSO: clothing, booklets, coupons, price tags, certificates, and advertising materials. Created website banners and visuals for marketing campaigns. Developed a template system that reduced the production time for recurring layouts by approximately 50%.

Selected Projects

Visual systems for business

01 «Fisio»

Marketplaces · Infographics

Designed more than 1,000 slides for product cards, visualized product advantages, retouched images, and adapted compositions to marketplace requirements. Created templates that accelerated production by 30%. Restructured product cards into 5–7 slides, emphasizing key features, competitive advantages, and conversion.

02 «Gold market»

Identity · Brand Book

Updated the existing «Gold market» brand book and adapted the visual style for digital and offline brand communications. Developed designs for posts, stories, and video covers for social media, created stickers for the store's outdoor windows, as well as advertising banners for the website and mobile application. Ensured a consistent visual style across all materials while considering the specifics of different formats and communication channels.

03 «Pantera»

Social Media · Instagram

Created a unified visual system for the social media of the modern choreography school «Pantera», focused on children and teenagers. Defined the visual direction, selected the color palette and typography, created avatars and highlights for current Instagram sections, designed posts and Stories, and styled photography and graphic materials. Combined all elements into a unified visual concept that conveys the dynamic character of the school and ensures a consistent profile design.

04 «Row»

Бренд · Digital

Developed a brand book from scratch for the «ROW» coffee shop chain in Almaty, creating a unified visual brand system. Refined the logo and its usage variations, selected the color palette and typography, developed branded graphics, and established design principles for different media. Systematized brand identity elements and usage rules in the brand book, ensuring visual consistency across packaging, menus, outdoor advertising, digital communications, and coffee shop design.

Skills

Brand & Marketing

Brand identity, brand books, advertising creatives, social media, outdoor advertising, print and presentations

Web & Product

Web design, UX/UI, prototypes, responsive layouts, visual systems and infographics

Production

Retouching, typography, prepress, layout adaptation, video editing and AI visuals

Tools

Design

Figma, Photoshop, Illustrator, CorelDRAW, InDesign

Web & Presentations

Tilda, PowerPoint, Keynote

Motion

After Effects: базовый уровень; монтаж видео

AI

Midjourney, Stable Diffusion, ChatGPT, Runway, Kling, Recraft, Sora, Luma Dream Machine, Claude



@ZHUKOVWEBDESIGN



VLADISLAV-ZUKOV-DESIGN



ZHUKOV.WEBDESIGN@GMAIL.COM