

Fedor Mitrofanov

Graphic designer

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Summary

Graphic Designer with 4+ years of experience leading branding, web, and exhibition projects from concept through full implementation. Specialized in building scalable visual systems across print, digital, and spatial environments. Combines strategic thinking with strong execution and visual precision. Progressing toward Art Direction with a focus on cohesive brand ecosystems.

Experience

Lead Graphic Designer - Art director / Design agency "Set Up a Store" 2023-2026

- Led end-to-end branding and web projects for retail clients, from concept to final implementation.
- Developed comprehensive identity systems covering logo, typography, packaging, spatial and digital applications..
- Ensured brand consistency across 7+ touchpoints, strengthening overall visual cohesion.
- Supervised creative workflow and aligned multidisciplinary teams during rollout phases.

Lead Graphic Designer / Design agency "Programm" 2023

- Developed 6+ brand identities for commercial clients and public institutions, creating scalable visual systems across print and digital platforms.
- Reduced revision cycles by implementing structured brand guidelines and presentation systems.
- Managed 2-3 projects simultaneously while maintaining on-time delivery.

Lead Graphic Designer / Exhibition of National Economic Achievement 2022-2023

- Developed visual systems for a large-scale park environment (325 hectares), ensuring intuitive navigation and spatial coherence
- Led a small team of interns, improving production accuracy and reducing implementation errors
- Coordinated visual rollout across multiple physical installations under tight deadlines

Layout Designer / License Agency "The Mill" 2021-2022

- Improved file preparation workflow, reducing pre-press revisions

Capabilities

Hard skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- After Effects
- Figma
- Adobe firefly
- Nano Banana
- Recraft
- Sora

Soft skills

- Strategic thinking
- Strong visual communication
- Attention to detail
- Creative problem-solving
- Time management
- Adaptability
- Client communication
- Team collaboration
- Ability to work under deadlines

Education

Whitecliffe College
Bachelor of Design +
Digital Media (2023 - 2024)

**Higher School of Economics
and Design**
Art-Direction (2021 - 2022)

**Moscow Art and Industry
Institute**
Graphic Design (2017 - 2021)