

Vladislav Maevsky

I’m a graphic designer with commercial experience creating visual solutions for businesses across a range of industries.



About me

I specialise in branding, visual identity, advertising, and design for digital and print.

I develop visual concepts from scratch: identities, logos, advertising creative, presentations, packaging, and social media design. My experience includes complete rebrands, brand guidelines, and ongoing support for companies’ visual communications.

I work independently, from the initial brief and concept through to delivery, and as part of marketing and creative teams. I’m comfortable following a brief, proposing ideas, and adapting design to business goals, audiences, and platform requirements.

Professional experience

Branding & visual identity

Visual identities for new and established brands.

Logos, brand graphics, colour palettes, typography, and identity elements.

Complete rebrands, from a new visual direction to brand guidelines and branded applications.

Visual systems that keep digital and offline communications consistent.

Advertising & marketing design

Banners, advertising creative, posters, promotional materials, and campaign graphics.

Design for outdoor and online advertising.

Commercial and corporate presentations.

Infographics and clear visualisation of complex information.

Adaptation across formats, channels, and platform requirements.

Social media & digital

Visual concepts for social media.

Templates for posts, stories, covers, and other content assets.

Consistent brand presentation across social and digital communications.

Graphics for websites and advertising platforms.

Print, packaging & merchandise

Packaging and label design.

Business cards, brochures, flyers, catalogues, and other printed materials.

Branded merchandise and corporate gifts.

Print-ready artwork that meets production specifications.

Image editing & composition

Professional photo editing and retouching.

Photomontage, colour correction, and image composition.

Graphic compositions combining raster and vector artwork.

Image preparation and adaptation for advertising, digital, and print.

Core skills

- Graphic design
- Logos & identity systems
- Advertising & digital design
- Social media design
- Prepress production
- Retouching, compositing & colour correction
- Artwork adaptation
- Client communication & teamwork
- Branding & visual identity
- Presentations & infographics
- Packaging & print

Tools

- Adobe Photoshop
- Adobe Illustrator
- Figma
- Adobe Lightroom
- Adobe After Effects
- Adobe Premiere Pro
- ChatGPT
- Codex
- Microsoft Office
- Google Workspace

Education

2023 – present

Linguistics in Business and Professional Communication and Information Technology

Ural Federal University named after the first President of Russia B. N. Yeltsin (UrFU)

Bachelor’s degree · in progress

Languages

Russian

Native

English

C1 · fluent

Experience with English-language materials, professional communication, and adaptation of visual content.

Chinese

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