



Daria Pliutenko

Senior Designer

I have 5+ years of design experience in IT and over 10 years of design experience in other fields. My background is in the field of printing and prepress education, so I know how books, newspapers, and magazines come to life.

Now, I'm particularly interested in branding & communication design of digital products. I have worked with various digital products in both B2B and B2C.

The most exciting thing for me is finding new ideas and meanings for the projects I work on.

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Personal Project & freelance work

March 2023 – Present

VK

January 2018 –
January 2023

VK – one of the biggest IT companies in Russia, combining a variety of popular services and applications

Urraa

October 2016 –
December 2017

Urraa – B2B startup, online marketplace, where sellers can purchase goods at wholesale prices for their retail establishments

Brand & Product designer

Work on several freelance projects & with a personal start-up project. My key responsibilities:

- Work on creating logotypes and visual identities
- Work on creating KVs for marketing campaigns
- Website design, UI style guide development
- Communication design (Social media, Performance)
- Collaborating with marketing teams, developers.

Communication designer

- Contributed to marketing campaigns for the IT products of VK in various fields: food delivery, mail service, online maps, carsharing, taxi ordering service, game projects and many others.
- Created visual styles for new IT-products within the group.
- Supported our products and created various graphics for them: illustrations, icons, infographics.
- Worked closely with product managers to optimize conversion rates on company's AppStore and GooglePlay product pages.
- Engaged in creating visual style for company events, both internal and external.
- Successfully collaborated with the art director, project managers, developers, and other designers.
- Mentored and supervised interns in our department.

Lead designer

- Supported and developed the visual style of the company.
- Participated in the creation of various online marketing campaigns: created promo pages, pop-ups, email newsletters and web banners.
- Worked on the development of the website and its navigation: menu, navigation icons, internal pages.
- Successfully collaborated with the art director, project managers, developers, and other designers.
- Supervised other designers.

Relod

October 2014 –
August 2016

Relod – a bookselling company and publishing house that specializes in English-language literature and materials for learning English

Lead designer

- Created design and layout of educational materials for students.
- Delivered various marketing artifacts such as email newsletters, PDFs, white papers, web banners, event posters and roll-ups.
- Created the design, layout and prepress of an English textbook for schoolchildren.
- Successfully collaborated with the head of the Publishing Department, project managers, proofreaders, developers.

Kraftool GmbH

September 2013 –
August 2014

Kraftool – a company that manufactures and distributes construction tools

Graphic designer

- Created complex packaging designs for construction tools.
- Developed layouts of articles and prepared packages for printing.
- Produced a lot of graphics for packaging, including illustrations, product diagrams, and pictograms.
- Successfully collaborated with the art director, project managers, proofreaders and other designers.

Education

Moscow State University of Printing Arts

2008 – 2013

Major: Printmedia technologies, Printing engineer

Courses & Certifications

Coursera: The University of Sydney

July 2024

Innovation Through Design: Think, Make, Break, Repeat

Controforma design school

June – July 2017

Logotype: modular, handwritten, hand-drawn

Moscow Institute of Business & Design

2014 – 2016

Major: Graphic design (ditional professional education)

Skills

Visual Identity, Branding, Brand analysis & Brand platform, logotype design, Digital design, Marketing Design, Communicational design, Mobile & Web design, Icon design, Animation, Prepress, Editorial, Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe After Affects, Idea generation, Coaching & Mentoring, Communication skills

Languages

English: Advanced
German: Intermediate
Russian: Native