



Yuliy Maximov

Art Direction / Brand Design

Tbilisi, Georgia

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

Russian (Native)

English (Basic)

About

Currently, I am working as a Brand Designer for Vivere GmbH, responsible for beauty products. While I'm in the company, I successfully launched several brands, with one of them, Prowess, becoming the flagship brand for the company. Additionally, I implemented the strategy stage during the branding process, which helped the company develop a more cohesive approach to its branding efforts. I also introduced Figma into the design process, which proved to be more efficient than the previous Adobe programs used.

Prior to my current role, I worked as a Post Production Producer at B4 CG Studio, where I managed a team of editors, designers, 3D artists, sound designers, and announcers for clients such as Societe Generale and AliExpress. I also attended filming as a post-production producer and CG supervisor. Before that, I worked as a Graphic Designer at B4 Creative Agency, where I gained experience in a wide range of design areas, including branding, film and video treatments, storyboards, and advertising creatives.

Throughout my career, I have always had a keen interest in luxury brands. I believe that luxury brands represent the pinnacle of design excellence and offer unique opportunities for creative expression. As a designer, I strive to create designs that are not only aesthetically pleasing but also meaningful and memorable. I am always eager to learn new things and take on new roles, as experience is what drives my passion for design.

BRANDS WORKED WITH

B4 CG Studio

B4 Creative Agency

Qsoft

Vivere GmbH

Experience

● Brand Designer

Vivere GmbH | Jul 2022 - Now

As a brand designer responsible for beauty products, I launched several brands and some of them got Amazon Suggestion signs just after launching. My favorite brand Prowess now is a flagship of the Vivere brands. Also, I implemented the strategy stage during the branding process. Before this, Vivere had no strategy for their brands, they had just the marketing research. Also, I implemented Figma in the design process for the team. Before that, they were using Adobe programs, but in some cases, it wasn't efficient as there were too many layouts in one project.

● Brand Designer

| Apr 2022 - Jul 2022

After a year of being a producer, I moved to another country and came back to graphic design. Back then I had no project to show, and no portfolio, so I had to start from scratch. For 3 months I managed to find new projects and create a good-looking portfolio which I'm still happy to show.

● Post Production Producer

B4 CG Studio | Apr 2021 - Apr 2022

I became a Post Production producer after being a graphic designer as I wanted to move to the management field to see if I am good at this. For a year we worked with such clients as Societe Generale and AliExpress. For the last one, we created a system allowing us to make dozens of videos for the TV and web every day. As a producer I was communicating with the post-production team: Editors, Designers, 3D artists, Sound designers, and Announcers. But I also attended the filming as a post-production producer and even CG supervisor.

● Graphic Designer

B4 Creative Agency | Apr 2019 - Apr 2021

As a graphic designer in an advertising agency, I was not only doing the regular "Key Visual" jobs. As a part of a small team with a huge background, I created the AD creatives, naming, branding, film and video treatments, and storyboards. My mentors had experience in such agencies as BBDO, Havas, and Leu Bernet. So I took their experience and implemented it into my life.

- **Web Designer / Graphic Designer**

| Mar 2018 - Apr 2019

- **Web Designer**

Qsoft | Dec 2017 - Mar 2018

QSOF / Moscow