



Grisha Serov

Product & Retail designer with strong focus on beauty market.

Paris, France

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Languages

English (Fluent)

French (Basic)

Russian (Native)

About

I am multidisciplinary product designer and architect with strong focus on beauty market. My professional way started with my early digital illustrations experiments in late 90s. I love to count it starting from 1997 when my first digital illustration was sold.

Step by step from graphic to branding, from packaging to product, from pos to full-size retail I discovered my professional self. I was truly lucky to work with iconic brands like Sephora, Comme des Garçons, Yohji Yamamoto, Shu Uemura, Hraman/Kardon, AKG, JBL and many others. My design philosophy was always taking a challenge: to create an object of desire.

So far I have multiple CES, IF, Reddot, Fragrance Foundation awards, Gold Pentawards and Gold Popai.

BRANDS WORKED WITH

Harman International

YohjiYamamotoParfums

Experience



● Creative Director

YohjiYamamotoParfums | Jan 2016 - Aug 2020



● Packaging Design Manager

Harman International | Feb 2016 - Jul 2017