

Iuliia Buiakova

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YANDEX (2022 - NOW)

Art Director

Yango, Art Director

Leading art direction for Yango across ride-hailing, intercity services, Super App campaigns and selected verticals including Buy&Sell. Developing visual strategies, campaign concepts and brand communication materials for international markets including Africa, Nepal and MENA.

Creating marketing visuals for launches, regional growth initiatives and special projects. Briefing internal and external teams, overseeing creative production, supporting team growth and developing design processes.

Yandex Music, Design Lead

Developed editorial communications, designed special projects, and created visual materials based on creative concepts. Scaled designs across multiple media and developed master layouts. Led marketing tasks to enhance brand presence and engagement.

AFISHA (2021 - 2022)

Design Lead

Maintaining the product style, developing stylistics for advertising campaigns, playlists, social networks, mailings, creating internal merchandise, prepress preparation, creating presentations, animation and rendering within the framework of special projects, creation and layout of landing pages.

JEWISH MUSEUM AND TOLERANCE CENTER (2021)

Lead Designer

Maintaining corporate identity, creating layouts as part of promotions, museum events, exhibitions, preparing for printing labels, merchandise. Creating stylistics for museum events: «Summer, Shalom!», «Hanukkah 5782», New Year. Creation of presentations, printed materials.

CENTER FOR THE DEVELOPMENT OF MASS MEDIA AND SOCIAL ADVERTISING (2019 - 2021)

Art Director

Interaction and management of the creative team, organisation of the design process, development of corporate styles for projects: Tourist portal «Smola», «Student city campus», urban identity for Smolensk.

COCA-COLA HBC RUSSIA (2019)

Designer

Drawing of trial layouts, their coordination, preparation of presentations, materials for clients, creation of layouts for mailings, preparation of Metro Expo 2019.

PERSONAL PROJECTS

TEMPORARY EXHIBITION SPACE «CABINET OF CURIOSITIES» (2021)

Functional: visual research, creation of identity, preparation of printed products, creation of labels, development of merchandise, creation and layout of the site.

SMOLENSK CHAMBER THEATER (2021)

Functional: creating posters for plays.

SCHOOL OF CONTEMPORARY ART «MARCH» (2020 - 2021)

Functional: visual research, creating an identity, designing media, developing merchandise, website design and layout. Preparation of materials for project activities.

EDUCATION

Bachelor's Degree

State University of Management, Moscow
Institute of Marketing, Advertising, and Public Relations

ISCAP

Design, Graphic design

SKILLS

Art direction, brand identity, visual communication, visual systems, campaign design, digital communication;
Brand storytelling, design leadership, team development, external production briefing, typography, composition;
Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, Readymag, AI-supported creative workflows;
English B2, Russian native.