



Alexander Cherkasov

Graphic Designer & Art Director

I'm an interdisciplinary designer and art director. I specialise in graphic design and brand identity. I have experience in the profession of 9+ years. I've worked in the top agencies in Russia where I did design projects for both large corporations and small companies.

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- Identity design
- Corporate design
- Packaging design
- Web design
- Art Direction
- Research
- Lettering
- Presentation

9 years of experience

experience

The Clients
11. 2021 – Present
Full-time, Moscow, RU

- company** Boutique international agency specializing in branding and creativity with extensive expertise in tech/fintech, real estate, fmCG. Leads projects both on the Russian market and around the world. Winner of numerous professional awards, such as Pentawards, Red Dot, EDA, ADCR, Red Apple, Wow Awards.
- role** Senior brand designer and art director. Development of creative concepts of packaging and corporate style, layout design, putting together presentations, brandbook design, presentation to customers, creation of cases.
- achievements**
 - As an art director, he took part in rebranding of the largest fast-food restaurant chain, as well as a popular booking service and a famous real estate developer.
 - Helped win a tender for restyling of a leader in premium real estate development, which contributed to long-term cooperation between the agency and the developer.
 - Gained experience in immersing myself in a project at all stages – from working with strategy to implementing a guidebook and author's supervision.
 - During my time at the agency, I have gained extensive expertise in real estate projects.
 - Made progress in presentation skills and art direction.
 - Organized several workshops for the agency team.

Depot WPF
11. 2020 – 7. 2021
Full-time, Moscow, RU

- company** The most decorated and internationally recognized Russian branding agency, established in 1998. Acknowledged as a leader, it consistently holds top positions in Russia's creativity rankings and has won numerous prestigious global festivals and professional competitions. The agency boasts a team of 80 talented specialists in branding and design, offering expertise across diverse fields.
- role** Senior brand designer. Development of creative concepts of corporate style, layout design, putting together presentations, art direction on several tasks, creation of cases.
- achievements**
 - Created more than 20 design concepts for different clients, prepared 5 cases for release and simultaneously worked on several large projects.
 - Worked with the strongest professionals in design and strategy, which allowed me to deepen my expertise in brand identity and grow significantly as a specialist.
 - Gained extensive experience working with diverse projects.
 - Learned to work on several projects in parallel with a short deadline.
 - Developed resistance to stressful situations at work.

Getbrand
7. 2017 – 11. 2020
Full-time, Moscow, RU

- company** The agency with a fifteen-year history. Included in the Top 10 Branding Agencies of Russia. Specializes in packaging design. Winner of professional awards such as Pentawards, Dieline Awards, EPICA.
- role** Senior brand designer. Development of creative concepts of packaging, layout design, putting together presentations, brandbook design, art direction on several tasks, creation of cases.
- achievements**
 - Developed packaging projects for both major international corporations and startups.
 - Created over 100 packaging design concepts during his entire tenure at the agency.
 - Excelled in collaging food zones and layouts of technical information.
 - In addition to packaging design, I was entrusted with projects on developing corporate identity and layouts of guidebooks.

Grand Wine Collection
11. 2014 – 12. 2016
Full-time, Lyubertsy, RU

- company

The full-cycle winery Grand Wine Collection specializes in the production of fruit and berry wines. The production cycle includes fermentation, clarification, blending and aging based on high-quality natural raw materials. The range includes more than 40 SKUs, and some have repeatedly won awards at international competitions.
- role

Graphic designer at the production facility. Was involved in everything – from creating labels for new products to point-of-sale materials.
- achievements

- Developed packaging materials for wine products.
 - Controlled the quality of print runs in the printing house.
 - Was involved in the visual style of the company on all communication channels: catalogs, design of exhibition stands, etc.

education

One of my main principles in life is to constantly gain new knowledge, grow, and achieve progress. Therefore, education plays a significant role in my biography. And if I need to master a new tool for work, then I will certainly learn it.

- 2016 – 2018

British Higher School of Art & Design
Visual communications
- 2008 – 2013

National Institute of Design
Master's degree, Graphic Designer
- 2003 – 2008

Moscow Academic Art College
Master's degree in Fine Arts

I also studied at various intensive courses on design and typography.

recognition

- | | | | |
|------|-------------------------------------|--------------|----------------|
| 2024 | Red Apple (as part of The Client) | Silver Award | Brand Identity |
| | Wow Awards (as part of The Clients) | Silver Award | Brand Identity |
| 2023 | Wow Awards (as part of The Clients) | Bronse Award | Brand Identity |
| 2020 | A'Design Awards | Silver Award | Package Design |
| | Pentawards | Silver Award | Package Design |
| | World Brand Design Society Awards | Silver Award | Package Design |
| | G8 Creative Awards | Winner | Package Design |
| 2019 | MUSE Creative Awards | Gold Award | Package Design |
| | Sreda Festival | Silver Award | Package Design |

- printed publications

Favorite Design
BranD Magazine
The Package Design Book 2021

My works and articles about me have been repeatedly published in leading professional publications.

worked with

- Samolet

Ostrovok

Kroshka Kartoshka

MR Group

Forma

Seven Suns Development

Mechanic

The Dom

Erman

Spar

GWC