

PAVEL NOVIKOV

DESIGNER



novasdesign@gmail.com

P.N.

portfolio



MY NAME IS

PAVEL NOVIKOV

I'm a multidisciplinary designer specializing in visual branding, packaging, and digital product design. I've worked with clients across a wide range of industries—from boutique startups to established brands—transforming ideas into effective, impactful visuals. My approach is rooted in solid design principles and a deep understanding of user behavior. I strive to balance creativity with strategy, bringing a detail-oriented mindset to every project. Above all, I'm passionate about helping brands tell their story through design that's both beautiful and functional.

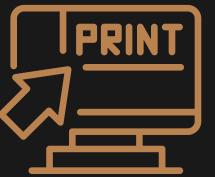


SERVICES



Visual Branding & Identity

- Logo Design
- Brand Identity Packages
- Style Guides
- Business Cards & Stationery
- Social Media Branding Templates



Print & Promotional Design

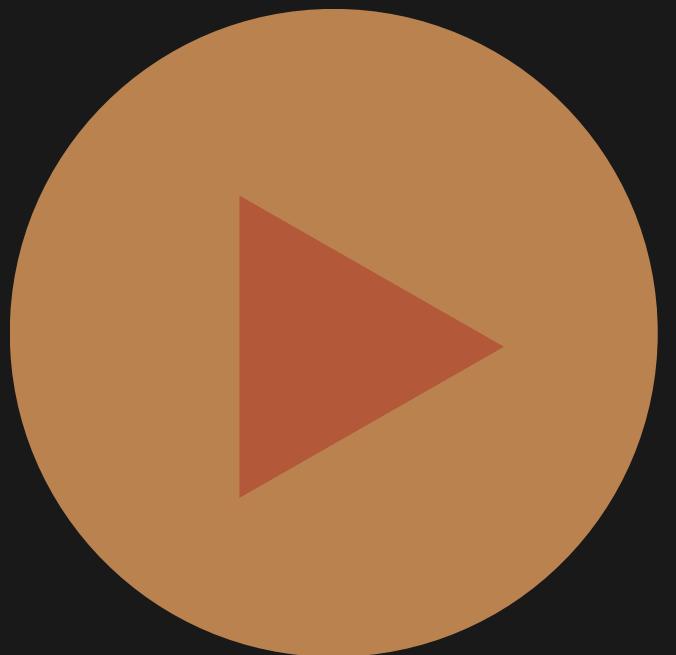
- Book Cover Design
- Flyers, Posters, Brochures
- Packaging & Label Design
- Editorial Layouts (magazines, reports)
- Print-Ready Production Files



UI/UX & Digital Design

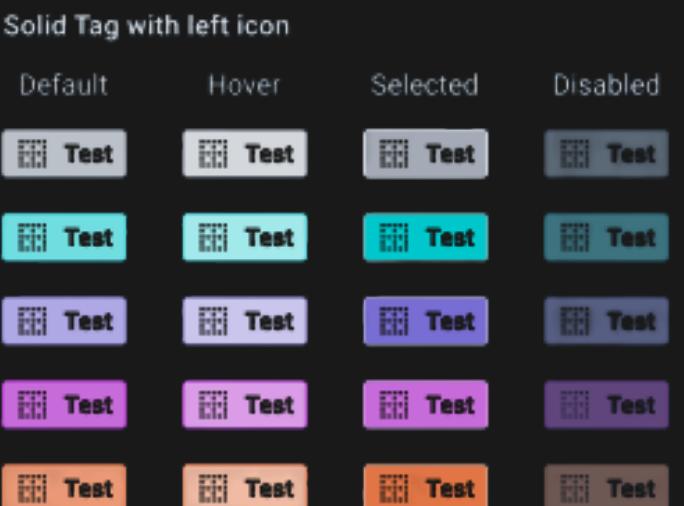
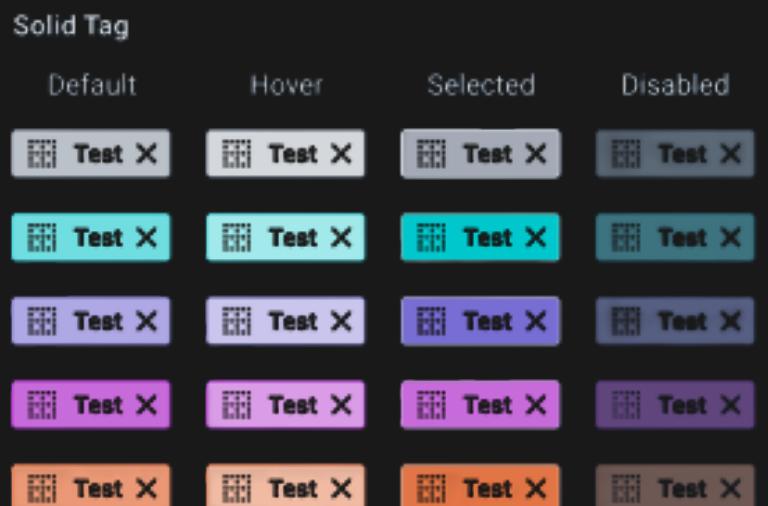
- Website Design (UI)
- Mobile App UI Design
- Web App / Dashboard UI/UX
- Wireframes & Prototyping
- UX Strategy & Research
- Design Systems & Developer Handoff

P.N



UX

UI

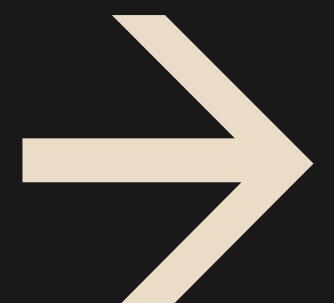


Designed intuitive, user-focused digital interfaces that enhance usability and engagement. Conducted user research, wireframing, and prototyping to guide design decisions. Collaborated closely with developers to ensure accurate implementation across platforms. Focused on accessibility, responsiveness, and consistency across screen sizes. Delivered pixel-perfect designs supported by clear design systems and documentation.



photodiary

sandclock
mechanics



WEB-DESIGN



Every evening, an artist named Lina arrives, her footsteps soft and steady, like she belongs to the silence. She prints stories inspired by the desert — its stillness, its winds, and its forgotten corners. Visitors come and go, leaving behind sketches and notes.

book



I craft websites that feel like natural extensions of the brand — honest, intentional, and visually distinct. I focus on clean layouts, intuitive flow, and a design language that feels personal rather than templated. From typography to structure, every detail is chosen to support the brand's story and user experience. The result: modern, expressive sites that feel genuine and work beautifully across all devices.

LOGO DESIGN

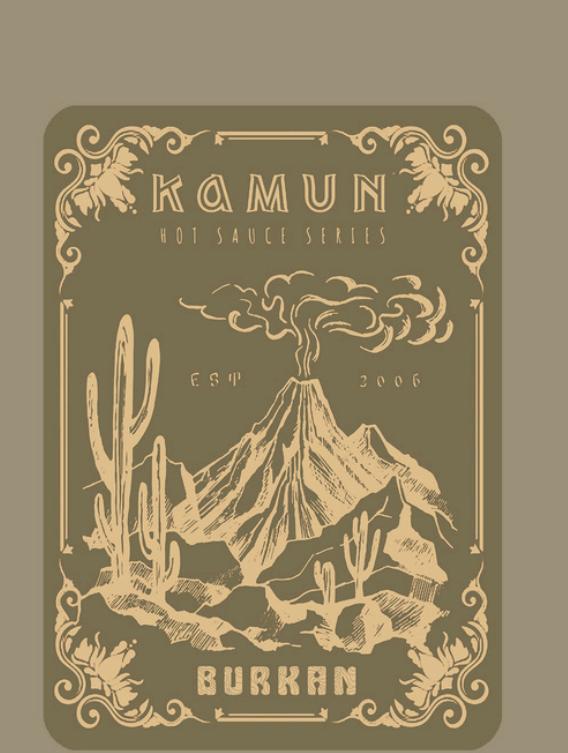


CONCEPT

K A M U N

is a small proud place which offers unique chef-made dishes in cozy atmosphere of well-contained county style and rural tavern tradition
Brand dominants would be:

warm • crafty • personal
vintage • eco • farm



COLOUR PALETTE



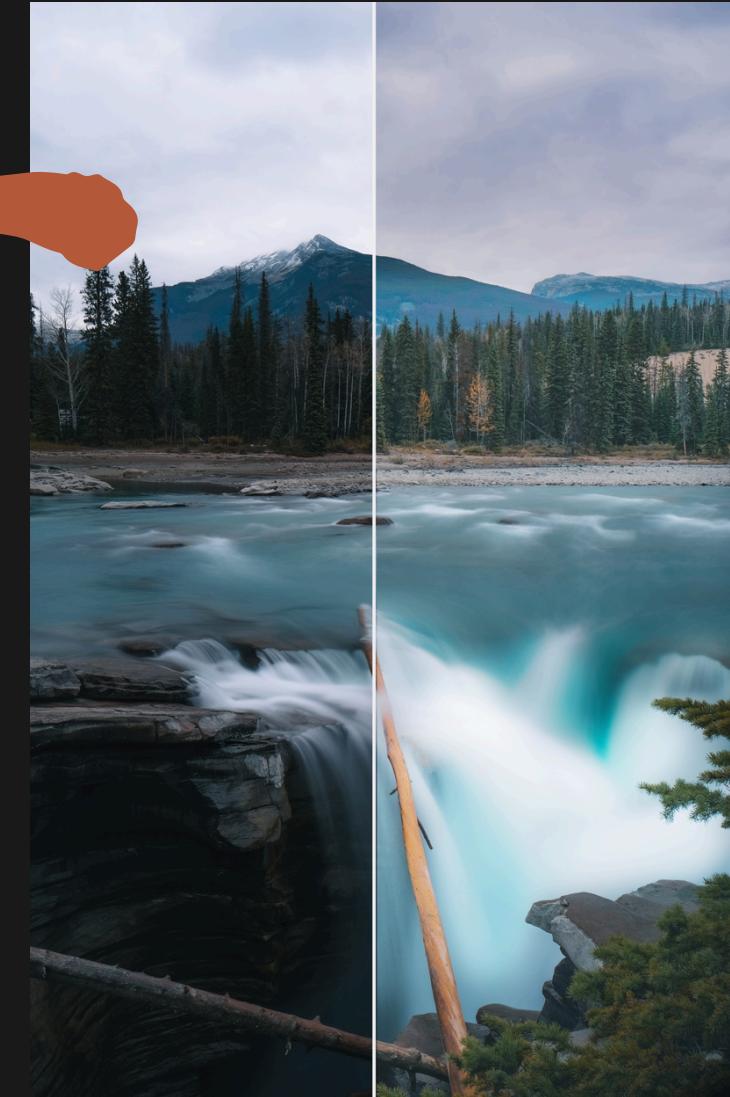
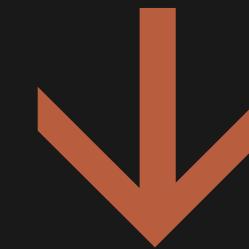
LABELS



Designed eye-catching and brand-aligned labels for consumer products across various industries. Focused on readability, hierarchy, and compliance with packaging standards. Integrated brand elements with functional layout to enhance shelf appeal. Collaborated with product teams to ensure accurate content, material fit, and print feasibility. Delivered production-ready files with attention to detail and consistency.



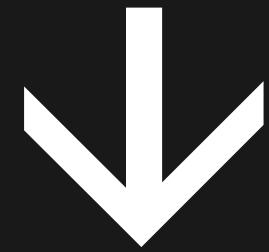
EDITING



Experienced in commercial, editorial, and e-commerce imaging with a focus on clean, professional results. Skilled in Photoshop, Lightroom, and Capture One with a calibrated, color-accurate workflow. Services include RAW processing, precise color correction, natural skin retouching, compositing, and cleanup. Final assets are optimized for both high-end print and responsive web use.

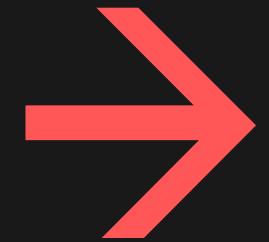


PROMOTIONAL DESIGN



I enjoy to create bold, engaging visuals that capture attention and communicate clearly. From posters and flyers to social media ads and event materials, each piece is designed to inspire action. I balance strong visual hierarchy with brand consistency to deliver messaging that feels both impactful and intentional. Whether digital or print, my promotional work is crafted to stand out and connect with the right audience.

PACKAGING



Developed visually striking packaging that communicates brand identity and product value. Balanced aesthetics with functional layout and production requirements. Worked across various formats, including boxes, pouches, and bottles. Prepared dielines and print-ready files with precision for flawless execution. Focused on shelf appeal, clarity, and consumer engagement.

MOCKUPS



Created high-quality mockups to showcase design work in real-world contexts. Used realistic environments to enhance client understanding and elevate visual storytelling. Customized mockups across print, packaging, environment and products. Focused on clean, professional presentation that highlights form, function, and brand impact. Ensured consistency across portfolio, client pitches, and promotional materials.

LET'S COOPERATE



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