

# **Vasilii Diakonov**

## **Portfolio of Projects**

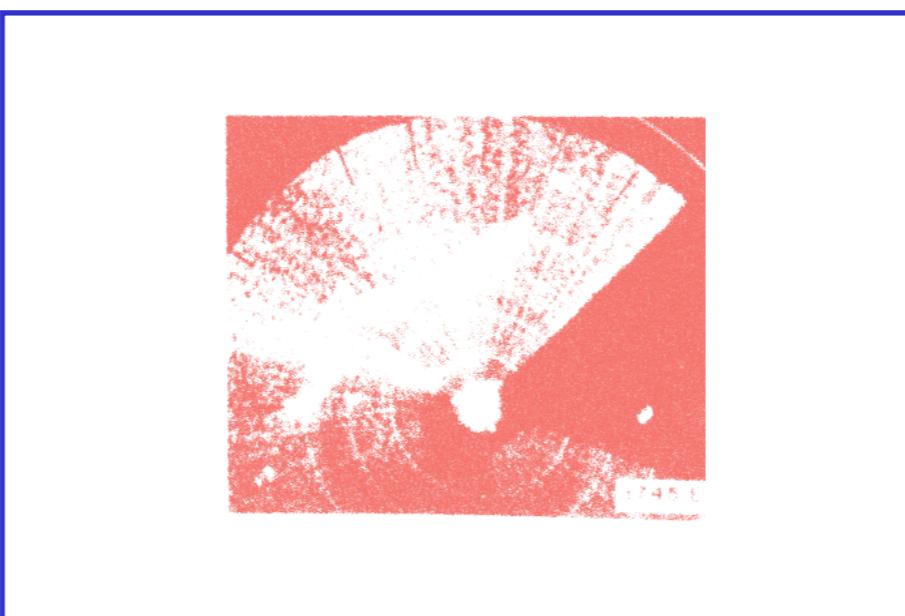
Vasili Diakonov designs ways to bring institutions and initiatives closer to their audiences.

[wwdyakonov@gmail.com](mailto:wwdyakonov@gmail.com)

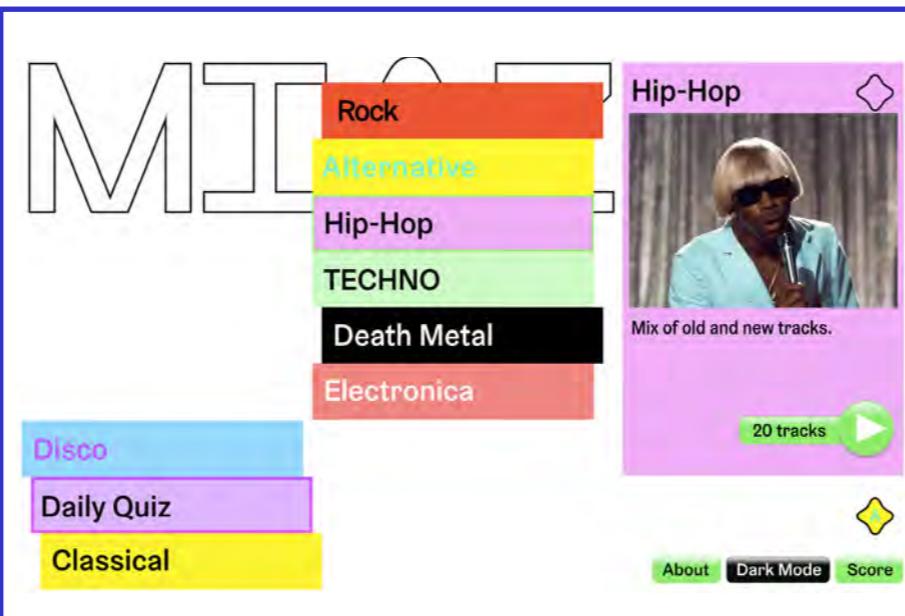
Writing:

Acts of Graphic Design

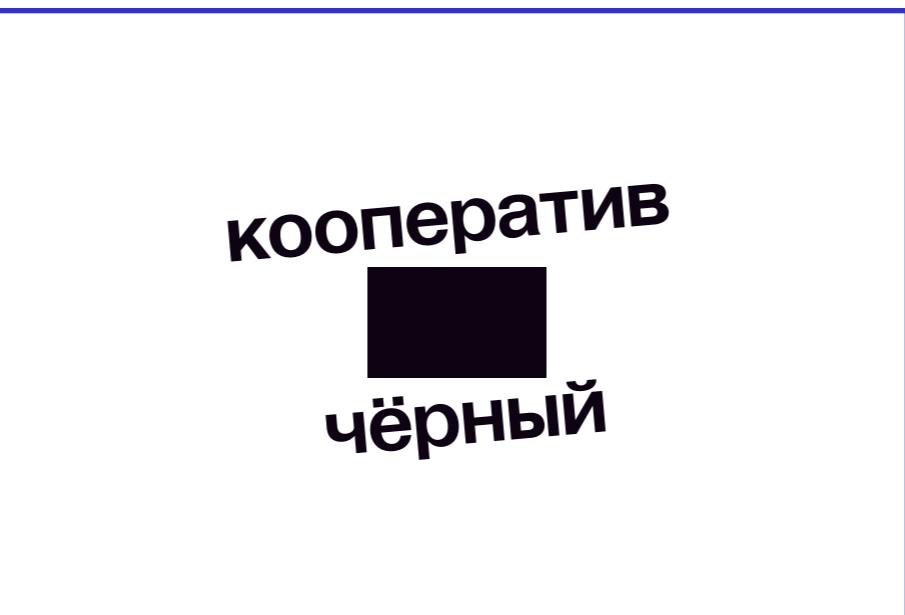
Design and Art



Designing strategy for **Vulners**  
2023



Making the first steps with **MIQZ**  
2019



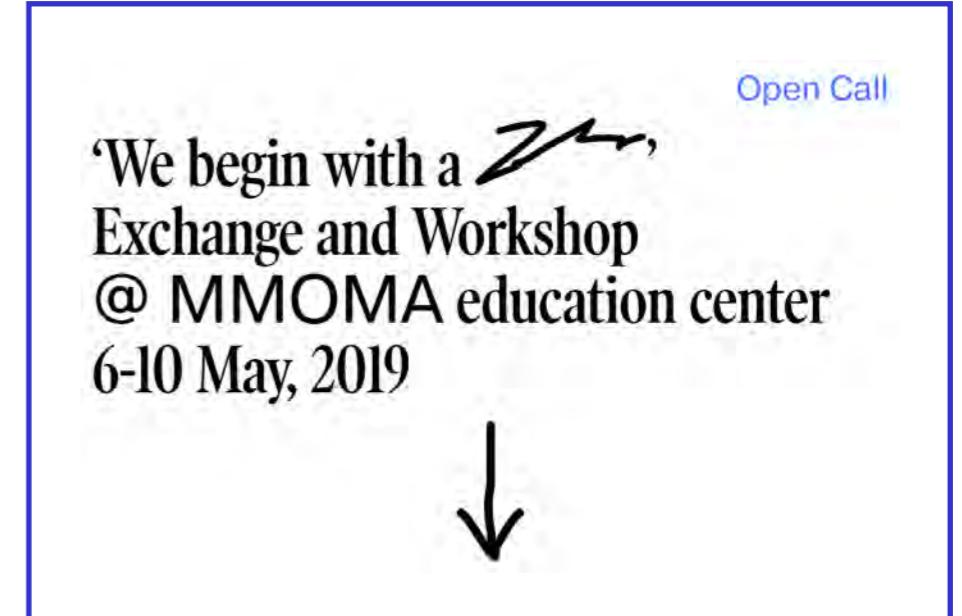
Helping **Kooperativ Cherniy** grow  
2021—2022



Go to see the events archive.

Go to the EVENTS page to see the events archive.

Preparing the **Class of 2020**  
2020



Promoting **We Begin With a Squiggle**  
2019



**Small Projects**  
2020-2023

# CX Strategy UI Design Illustration Branding

Go back up

## Responsibilities:

Working with the team at Vulners to make a new approach to customer experience.

## Challenge:

Vulners asked me to help create a strategy for acquiring and retaining customers for their cybersecurity product suite.

## Strategy:

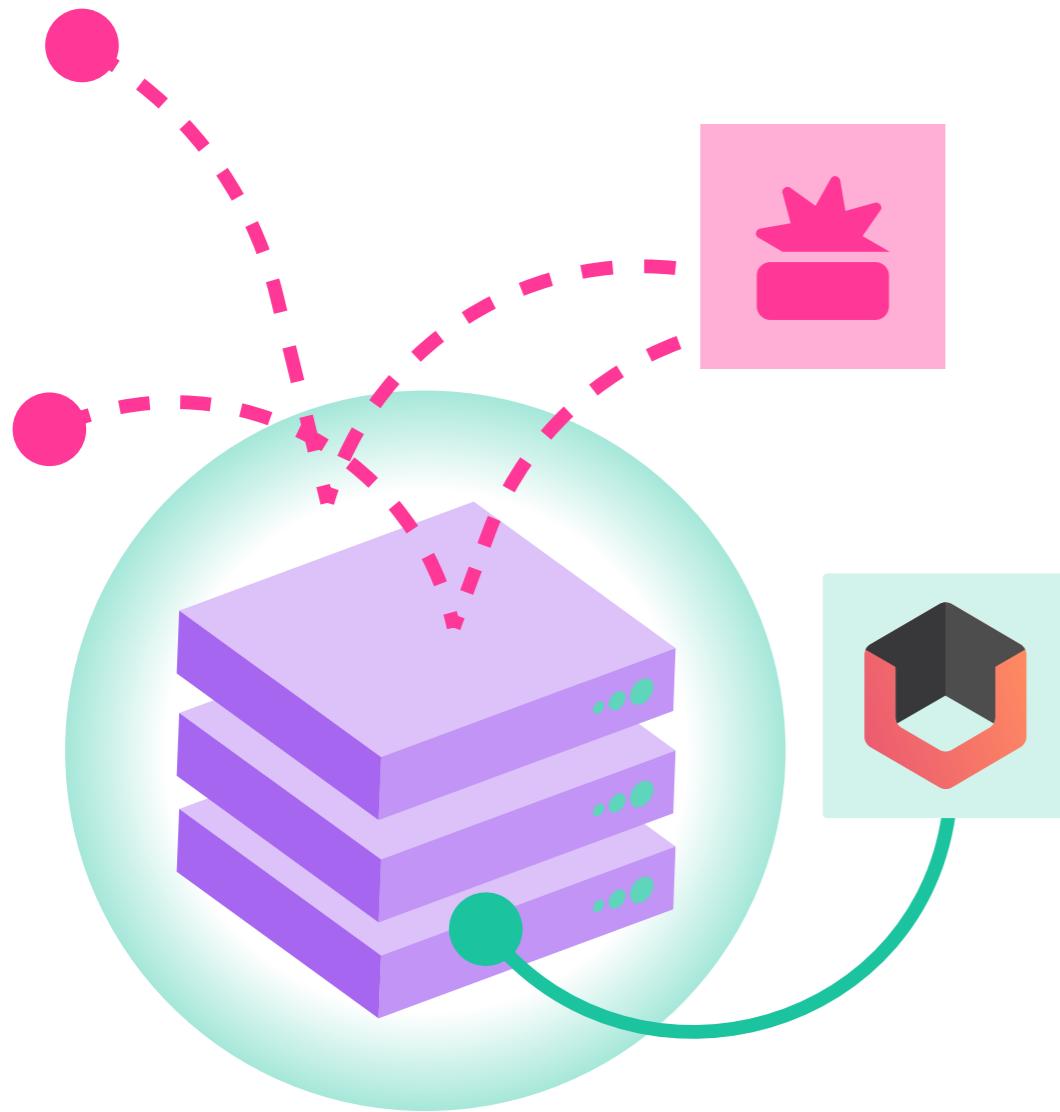
Research showed what needed attention inside the suite and we pinpointed specific metrics that were essential for achieving our goals.

Within a rapidly growing suite of offerings implementing new features is not easy. We conducted research and detailed analysis of customer goals and needs to understand the next steps.

Understanding the strength of the whole offering, and highlighting it's unique features was key to develop an approach that would negotiate business, development and customer needs.

## Solution:

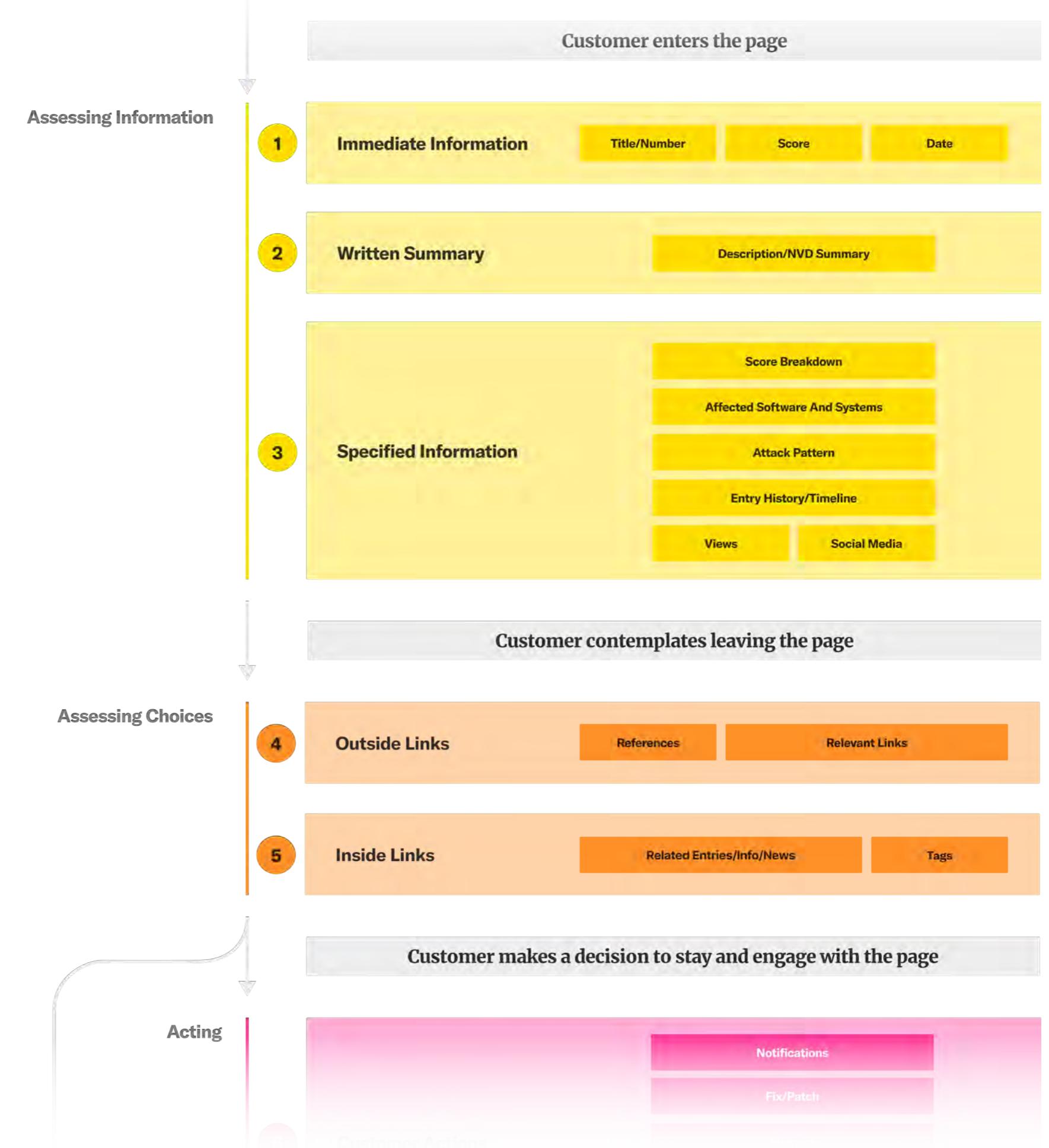
One of the results of the new strategy was a new approach to customer experience. As part of it we developed a new brand and web design system that helps the company better communicate the strengths of it's product offering.

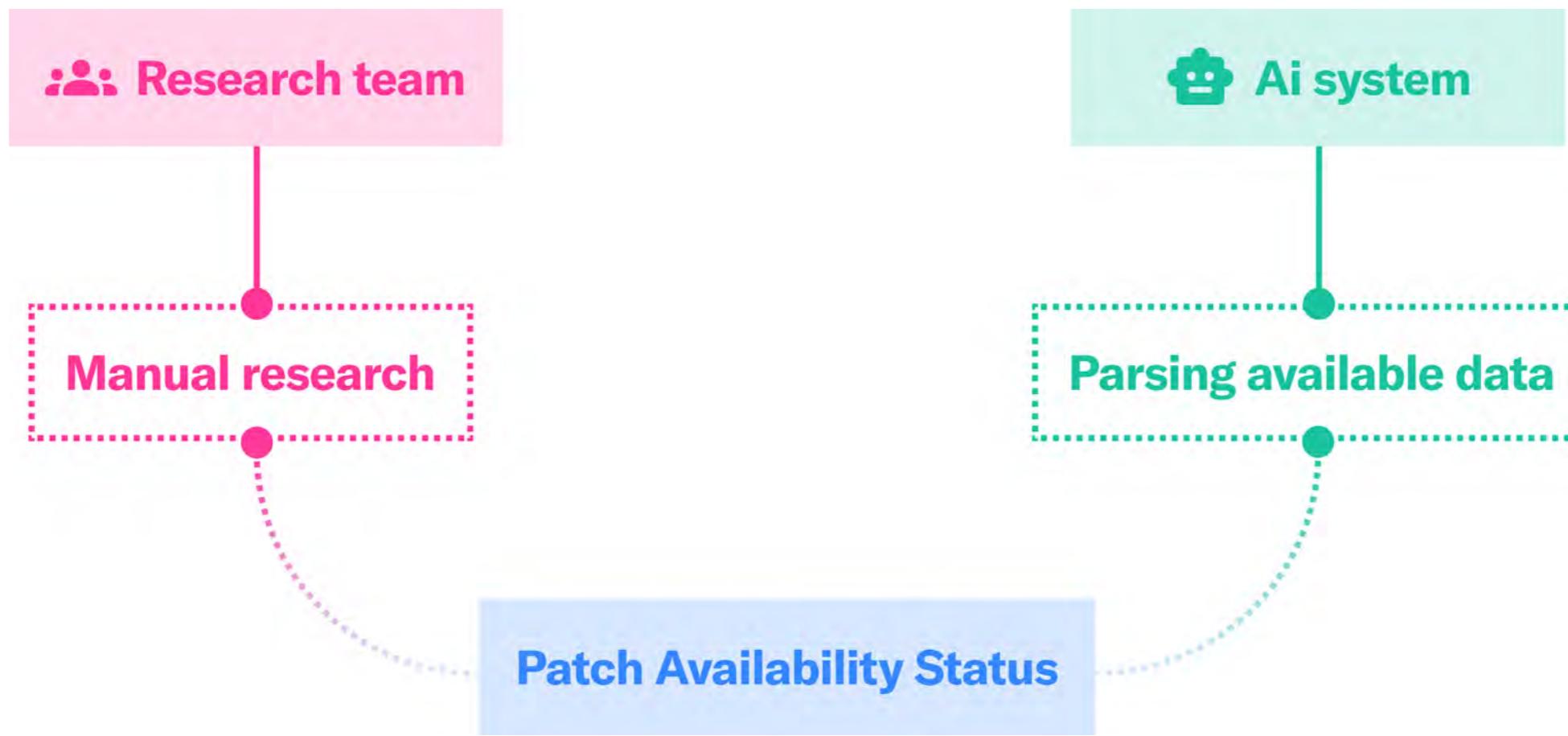


Vulners asked me to help create a strategy for acquiring and retaining customers for their cybersecurity product suite.

Research showed what needed attention inside the suite and we pinpointed specific metrics that were essential for achieving our goals.

Within a rapidly growing suite of offerings implementing new features is not easy. We conducted research and detailed analysis of customer goals and needs to understand the next steps.





Understanding the strength of the whole offering, and highlighting it's unique features was key to develop an approach that would negotiate business, development and customer needs.

One of the results of the new strategy was a new approach to customer experience. As part of it we developed a new brand and web design system that helps the company better communicate the strengths of its product offering.

The image displays three side-by-side screenshots of the Vulners website, illustrating the company's new branding and web design system. The left screenshot shows the homepage with sections for the Vulnerability Database and Search Engine, and a Database of software vulnerabilities and exploits in one feed. The middle screenshot highlights features like Zero Intrusion, Total coverage, and Why choose Vulners. The right screenshot shows Security intelligence feeds and Getting started guides. Each screenshot includes the Vulners logo, navigation links (Database, Resources, Case studies, Pricing, Contact us), and a 'Log In' or 'Sign Up' button.

**Vulnerability Database and Search Engine**

**Zero Intrusion**

Lightweight script-like agents exclude any possible effect on system performance — no conflict with antivirus, no memory overload, no risk of downtime

**Total coverage**

Vulners is the most complete and up-to-date correlated vulnerability database in the world

**Why choose Vulners**

**Fastest scans**

300 ms to scan one Linux host. 10,000 hosts checked in minutes rather than weeks

**Reliable experts**

Members of the "hall of fame" with years of experience in fintech, banking, IT, IoT, telecom and mobile security

**Real security**

All-in-one correlated database: 250k of exploits, 0-days and AI scoring to verify severity in real-time

**Getting started**

**1 Sign up**

Create an account to get access to the full potential of Vulners Database

**2 Create an API Key**

Add up-to-date security intelligence, which includes exploits, analysis, threat intel and more

**3 Enrich your data**

Use your API Key to access machine readable data and simply integrate it with your current system

**Plugins**

Use our plugins to develop a bespoke security system

**Database of software vulnerabilities and exploits in one feed**

Enrich your Security Operations with relevant, correlated, and ready-to-use vulnerability data such as exploits, social network buzz, and experts analysis. Focus your efforts only on threats that matter.

**202** Software vendors and other security sources

**255k** Exploits for popular software and systems

**1046** Average entries added per day

**3 million+** Security advisories and articles

# UI Design

Go back up

**Responsibilities:**

Web design, research and testing for graduation website, working as part of a team of classmates. Liasing with other teams on project objectives, formulating schedules and roadmaps, facilitating design meetings.

**With:**

Nat Kukina, Lisa Falyugina, Sophia Solokhina

**Links:**

[classof2020.online](http://classof2020.online)

**Press:**

It's Nice That – We choose five of our favourite degree show websites from this year's graduating class  
(as Wassily Dyakonov)

**Summary:**

The Graphic Design class of 2020 at the British Higher School of Art and Design faced a unique challenge of graduating during the COVID-19 pandemic. Because we couldn't have a traditional in-person exhibition, we decided to create a website to showcase our work.

The website was featured on It's Nice That's list of favorite degree show websites.

## PROJECTS

B

H

S

A

D

C

L

A

S

S

O

F

2

0

2

0

INFO

EVENTS

Go to the EVENTS page to see the events archive.

Go to the EVE

PROJECTS

The Variophon

e

Theremin

The origins of  
electronic music

The origins of electronic  
music  
by Sonia Solokhina

Go to the EVENTS page to see the events archive.

Go to the EVE

PROJECTS



INFO

EVENTS

the EVENTS page to see the events archive.

Go to the EVENTS page to see the events archive.

Go to the

## PROJECTS

Machineries of Joy  
with Wassily Dyakonov

Writing and design: plot and healthy collaboration  
with Sofia Kravtsova (feat. Ksenia Matorina)

Audio Review  
with Lissa Lupicheva

GDB: GoogleDoc Brief  
with Lesya Kuranova

How common is your  
sexual experience?  
with Regina Park

Nonchalant Talks  
with Tasha Shubina

Dancing challenge  
with Nastia Suchkova

votpravda × Mix  
Master Kutyma  
LIVINRUM GRADU8  
MIX  
with Martin Lezhenin

Pinhole photography in  
metro  
with Evgeniya Velichko

Soviet graphical sound  
and synthetic music  
with Sonia Solokhina

Monologue: Urban  
Exploration  
with Mikhail Selitsky)

The process of processing systems  
with Masha Andrianova and Nat Kukina

3D For Dummies  
with Ksenia Gabueva

Tattoo and design as  
fields of work  
with Liza Falyugina

## PROJECTS

### How it all came to be

It all started very optimistically.

On the 11th of March, we, the graduating students of Graphic Design, faculty of the British Higher School of Art and Design, first gathered all together in our studio to collectively decide upon our Final Degree Show. By that time, there were only 8 cases of Covid-19 confirmed in Russia, and no-one really could predict what would happen next, and how our plans to collect and showcase our degree projects as a group of undergraduate students for the very last time would shatter to pieces within the following couple weeks.

The fate of the Degree Show remained uncertain. It was either to be postponed – until the following summer months, or next year graduation – or cancelled all together. Deciding not to wait until the official conclusion of the administration, we

Five days later, a letter came from the Head of British Programmes, stating that the University will be closed for two weeks. It was quite a late, yet expectable move. However, it would be matter of days until we understood we would not be able to access our campus till the very end of the semester.

Universal University  
Recent UU regulations due to COVID-19

16 March 2020, 19:59



Dear BHSAD British Programmes students,

Due to the escalation of the global epidemiological situation with COVID-19, and in accordance to the guidelines issued by the Russian Ministry of Education, the management of Universal University has made the decision to close the University premises starting from **Wednesday 18th March** and will reopen on **Monday 30th March** unless otherwise instructed.

The closure will mean that you will not be able to gain access to the studios and resources after 10pm on Tuesday 17th, so we advise you to please collect any items you may require in order to continue working on projects from home during the period of the premises being closed.

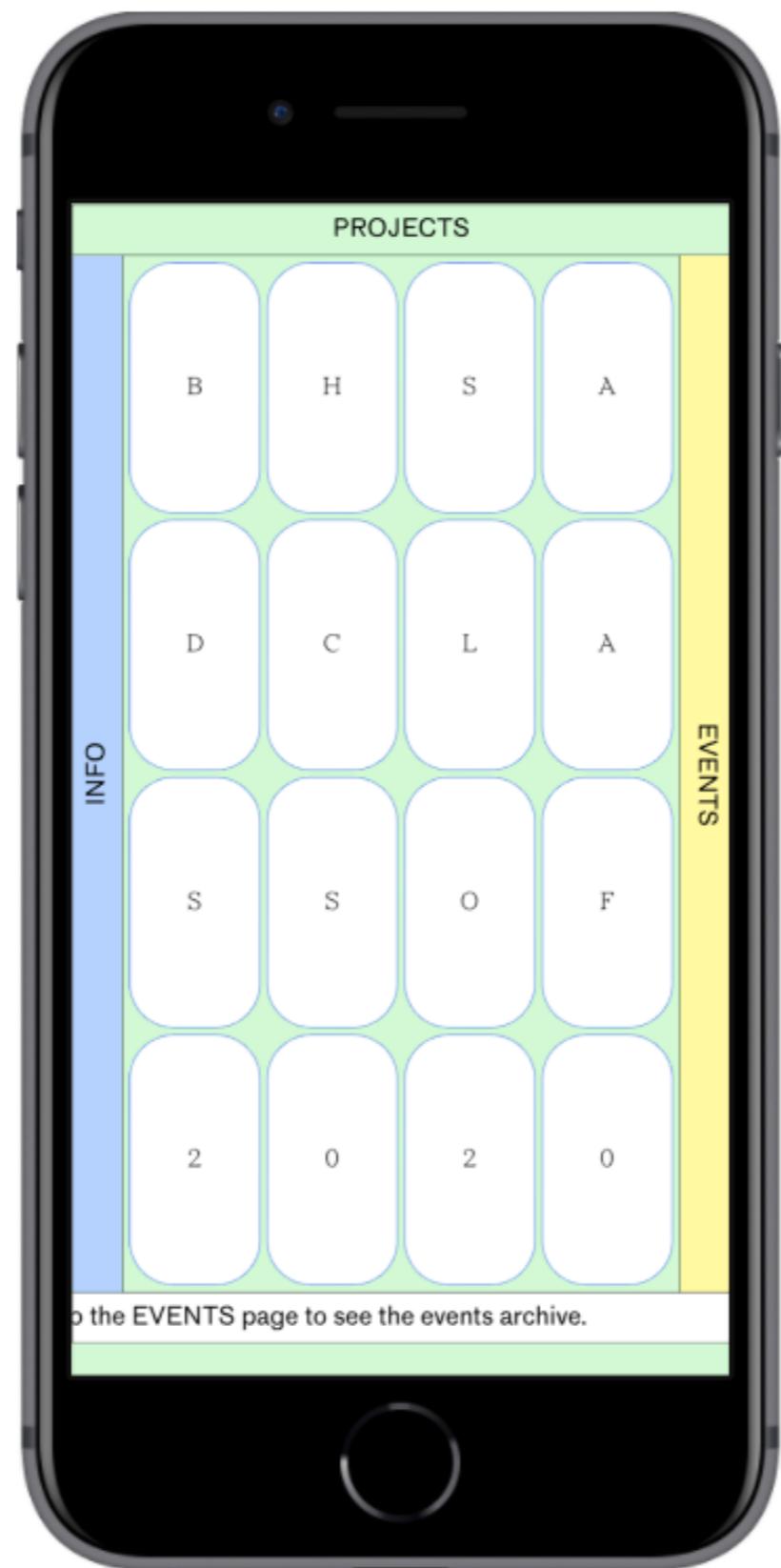
Learning and teaching

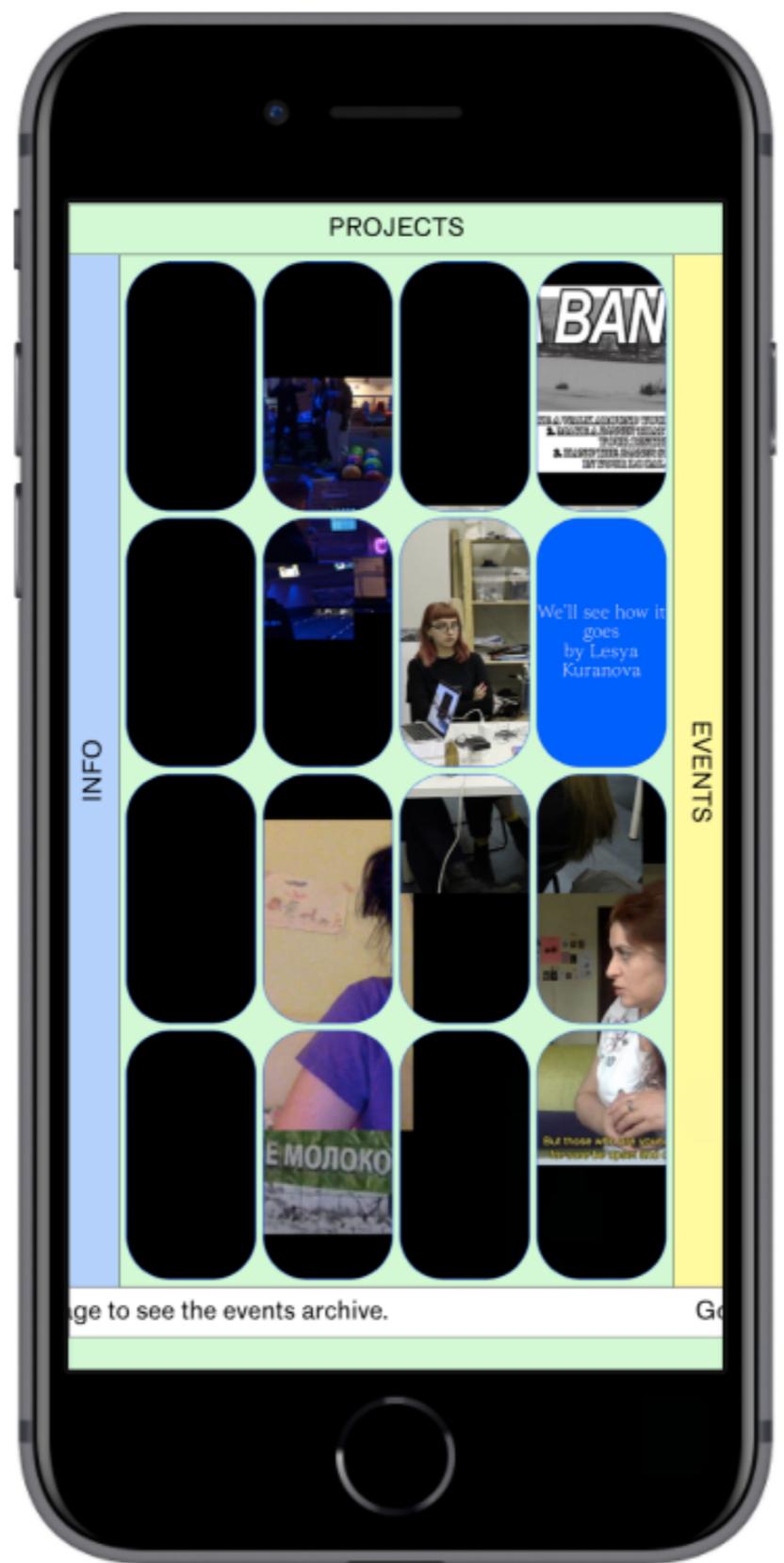
We will work to ensure that your learning and assessment will not be disadvantaged through the closure.

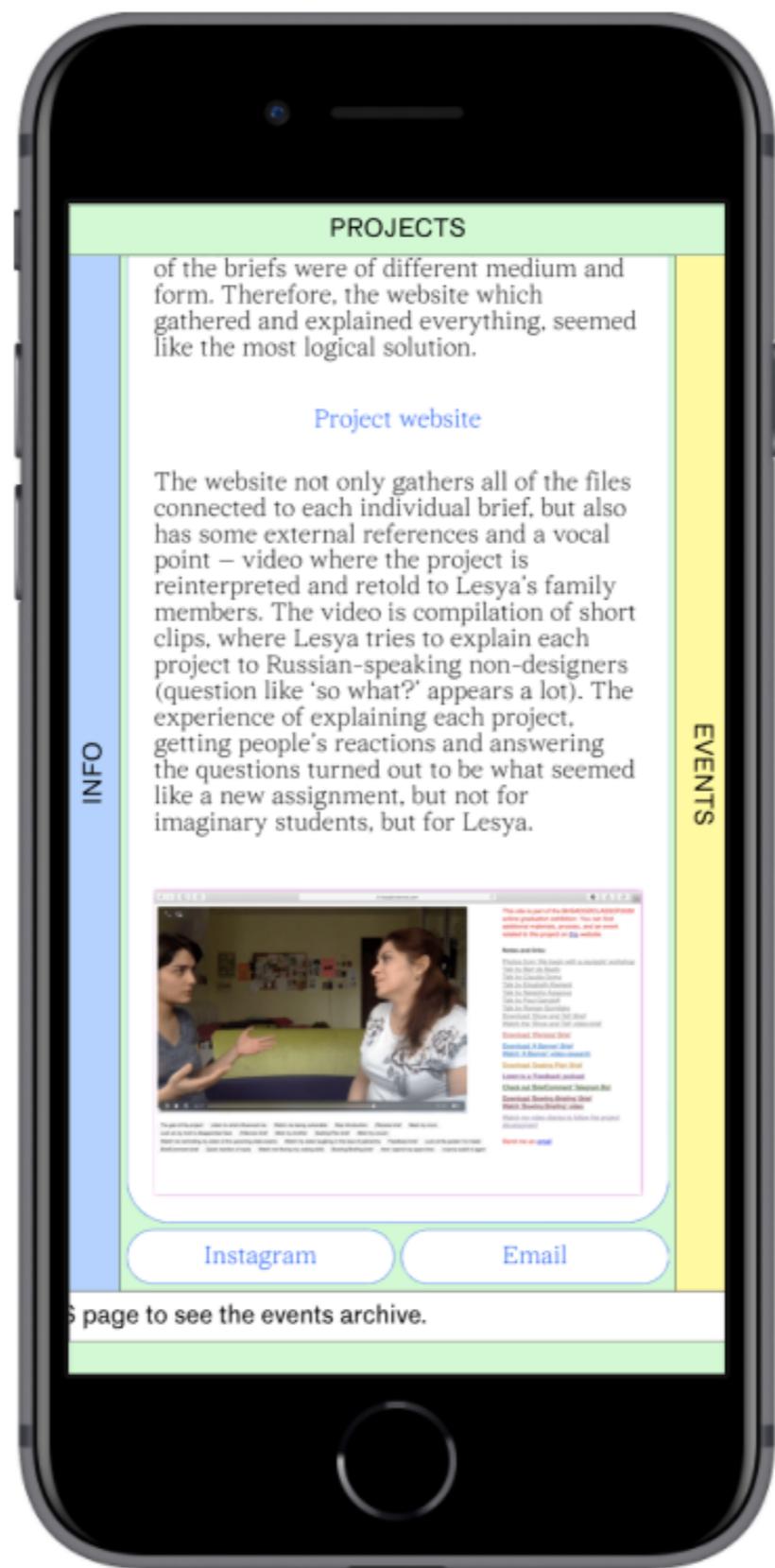
During the period of closure and where classes were originally scheduled to take place, our intention is to continue to support learning and teaching activities online where possible and will provide more details on how this will work shortly.

Any modules/units/learning activities that require access to physical resources and workshops within the University campus will be effectively postponed until access is regained. These affected activities will be granted extensions equal to the same period of closure where appropriate.

As you each have your own timetable according to your programme of study, we will ensure that you receive clear advice and guidance as to whether your scheduled classes will either be delivered online or postponed until we reopen.









# UI Design Branding

Go back up

**Responsibilities:**

Web-design, testing and user experience design for website and web-app. Motion graphics using Principle. Discovery sessions with the client.

**Summary:**

Orientir Studio was approached with the idea for a music quiz game that would use the Spotify API. The project was in its early stages and the founders were seeking direction on the game's appearance and identity.

We were heavily inspired by Japanese dance arcades, as that seemed like the best way to game-ify the experience of using the app. We saw many parallels with the founders concept and this reference.

# M

# J

- Rock
- Alternative
- Hip-Hop
- TECHNO
- Death Metal
- Electronica

Disco

Daily Quiz

Classical

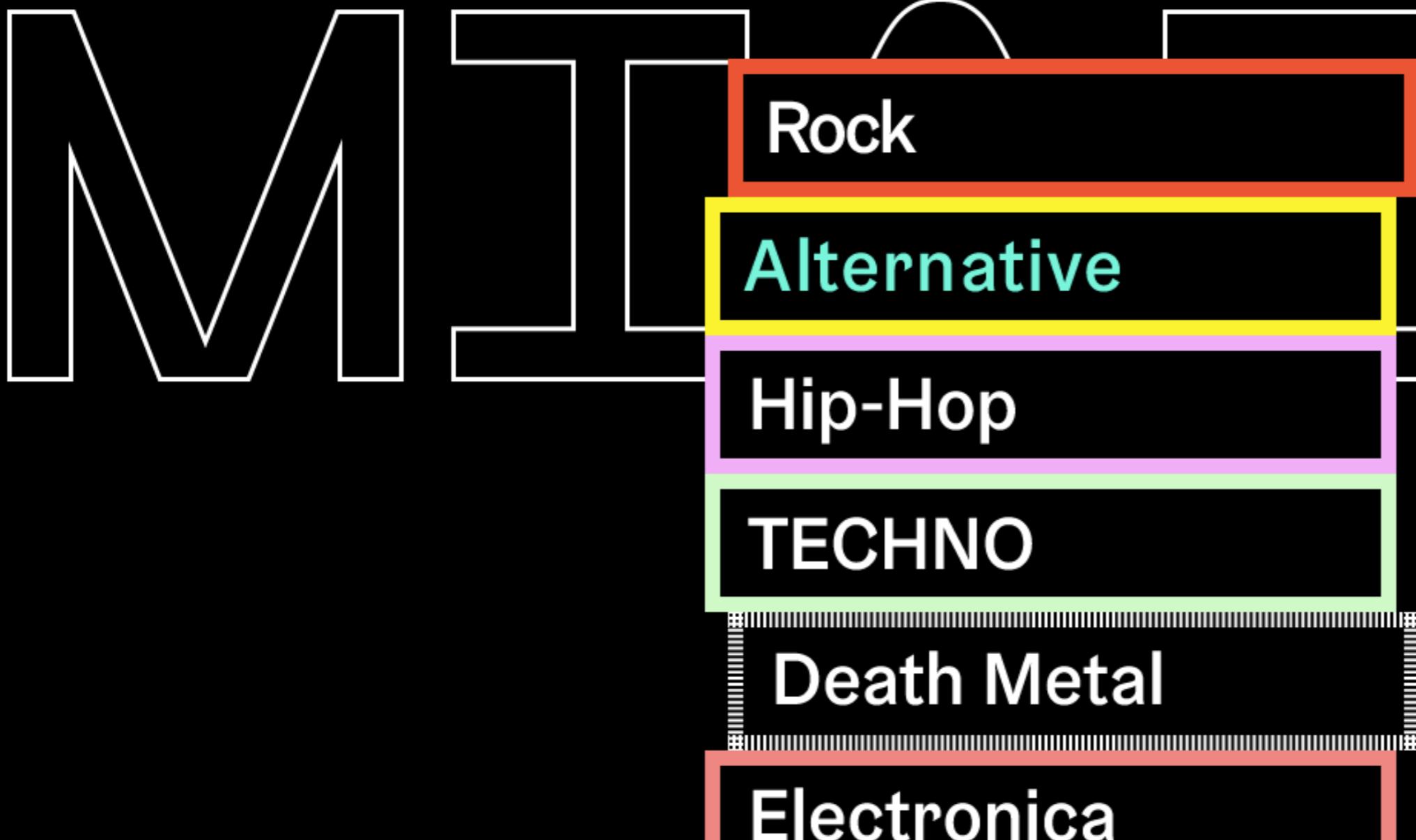


A

About

Light Mode

Score



Disco

Daily Quiz

Classical

## Daily Quiz



Compiled daily for your enjoyment.

20 tracks



A

About

Light Mode

Score

# MJ

Rock

Alternative

Hip-Hop

TECHNO

Death Metal

Electronica

Disco

Daily Quiz

Classical

## Alternative



A selection of alternative music tracks that would please anyone.

20 tracks

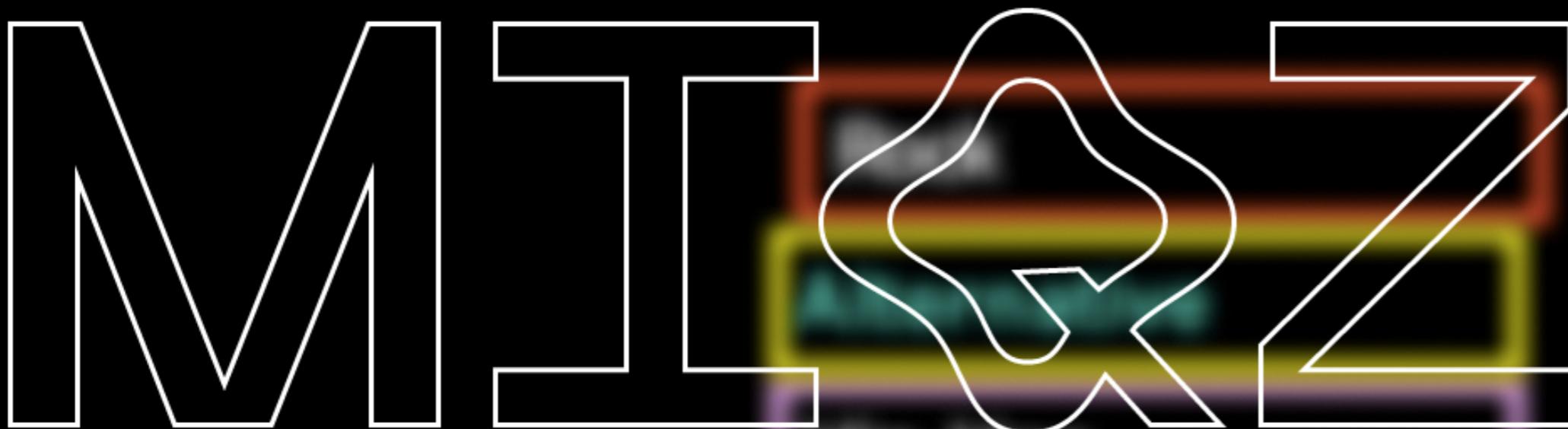


A

About

Light Mode

Score



Jeb Bush

Your Score:

33 correct

105 wrong

Most plays:



Favourites:



Classical

Classical

Country

Country

About

Light Mode

Score

Quit

30s

Now playing...

Tyler, The Creat

Solange

Jeff Mangum

Sunn O)))

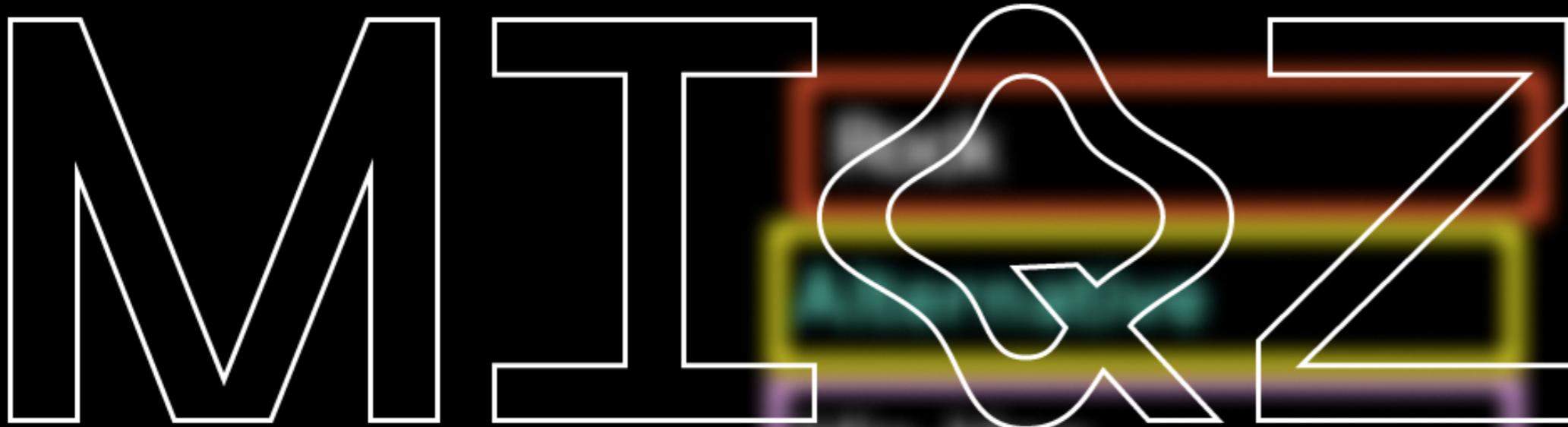
**Quit**

+103 +

+10s +10s  
ect! +10s  
+10s

The image shows a black background with a repeating pattern of stylized, interconnected yellow and green shapes resembling a mandala or a complex floral design. Overlaid on this pattern are multiple instances of the text "10x Combo!" in a large, bold, yellow font. The text is rotated 90 degrees counter-clockwise and is repeated across the screen, suggesting a reward for a long sequence of actions in a game.

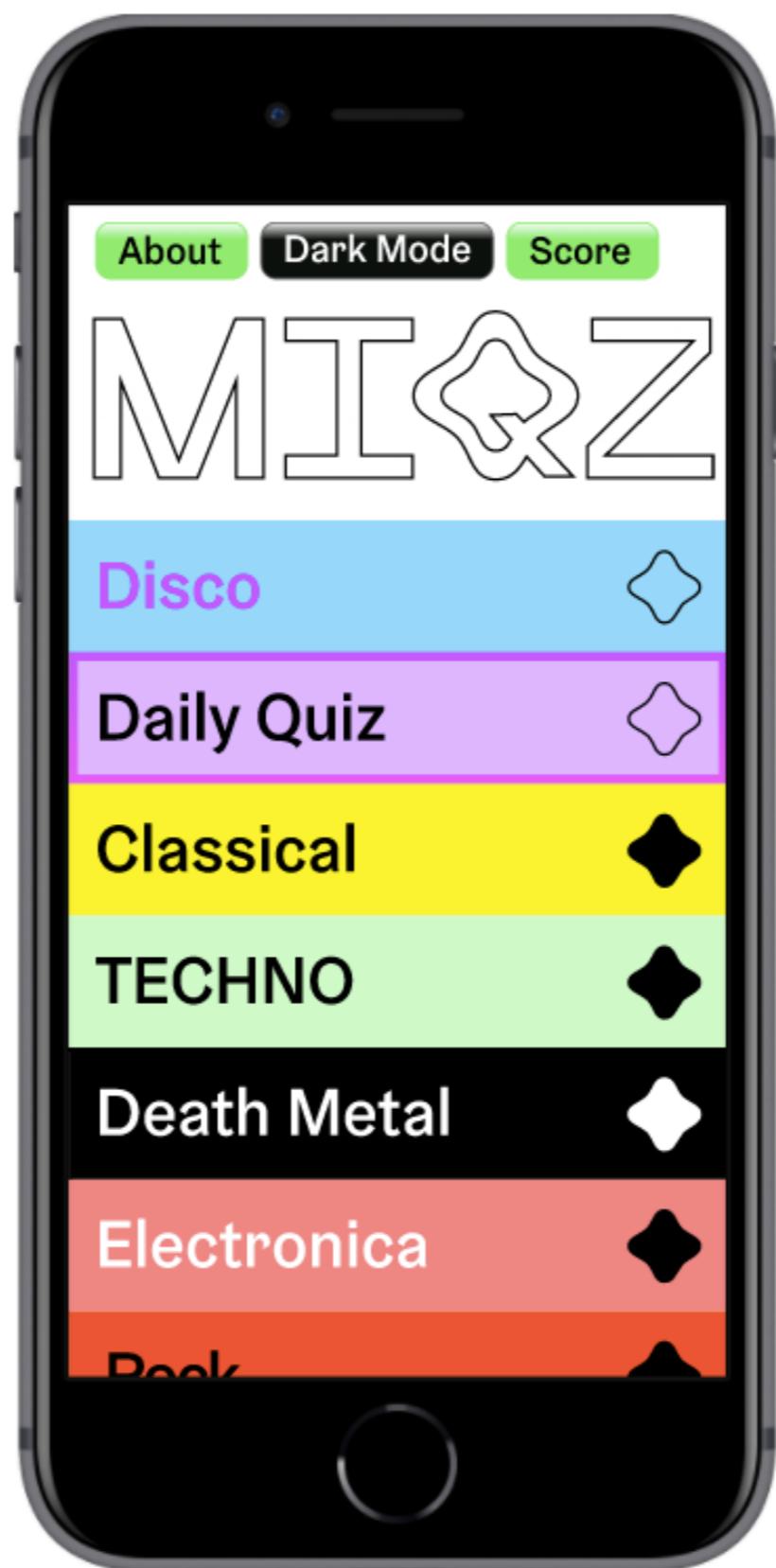
Miqz is a music quiz platform allowing for music enthusiasts to engage with their favourite sounds in a new way.



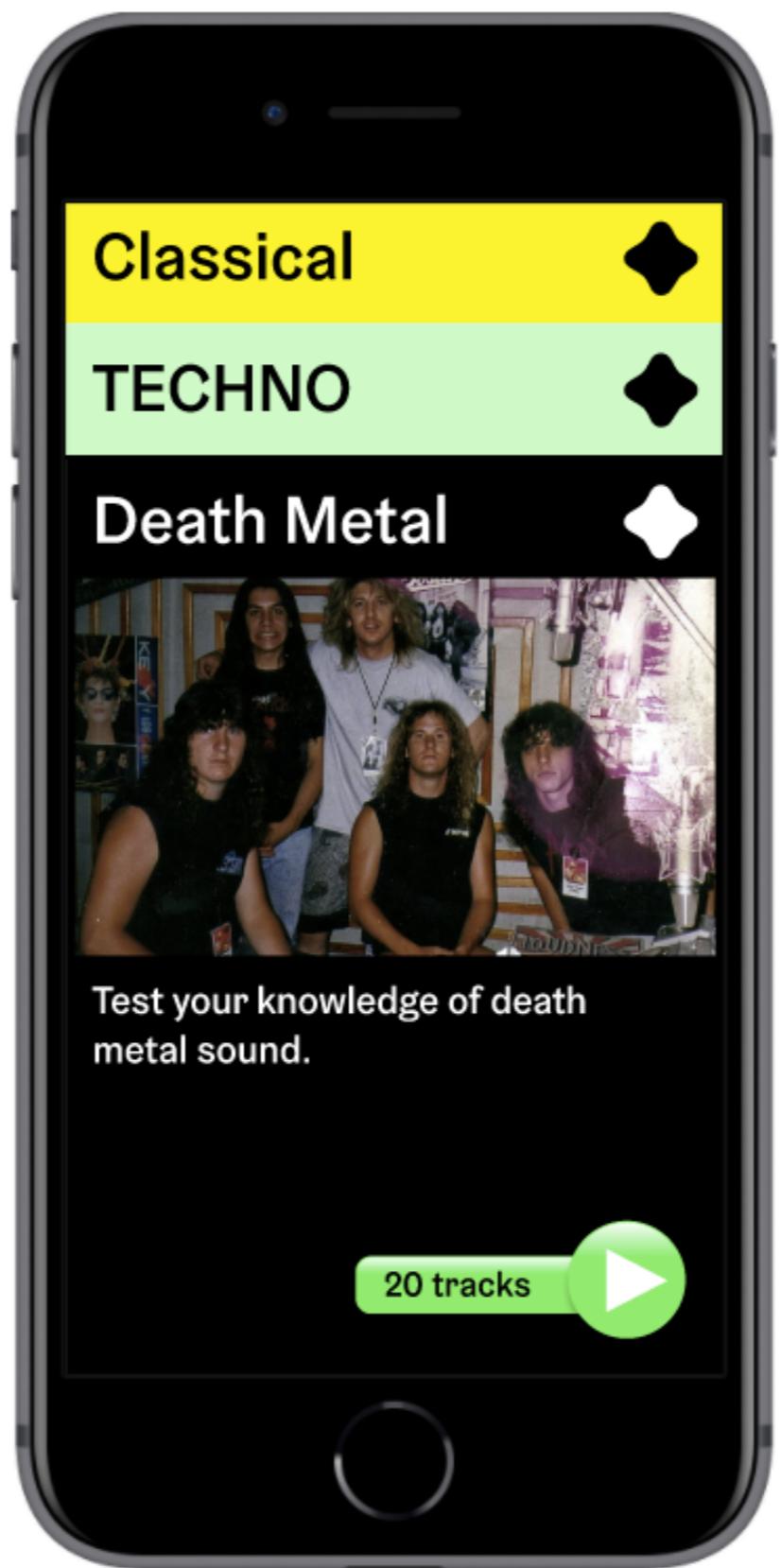
About

Light Mode

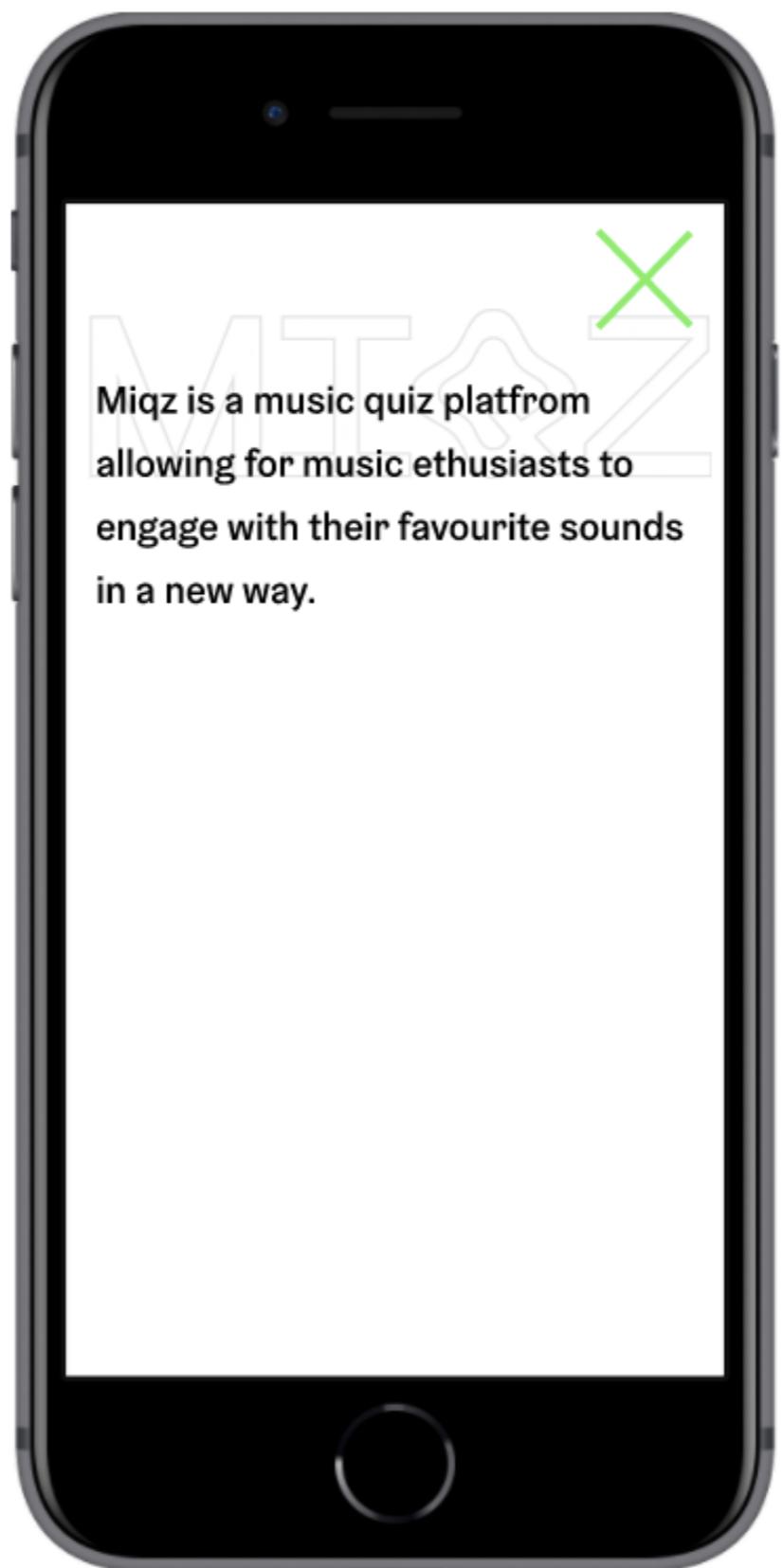
Score











We Begin With a Squiggle

2018

# UI Design

Go back up

**Responsibilities:**

Web-design, typography and interaction.  
Type-design with Glyphs.

**Link:**

[Website](#)

**With:**

Nat Kukina

**Summary:**

The “We Begin with a Squiggle” program was held at the Moscow Museum of Modern Art and led by Claudia Doms. The website was intended to gather students from all over Moscow for the workshops supervised by the BHSAD and Rietveld tutors. The program culminated in an exhibition at MMOMA’s Lecture Hall on Tverskoy 9.

Open Call

‘We begin with a ~~24~~,  
Exchange and Workshop  
@ MMOMA education center  
6-10 May, 2019



From 6th until 10th of May 2019 a collaborative workshop between graphic design students from Moscow [1](#) and the Rietveld Academie in Amsterdam [2](#) will take place at the Education Center of the Moscow Museum of Modern Art [3](#).

The workshops will be guided by a group of international designers from Amsterdam and Moscow [4](#). We will begin with a squiggle [5](#).

All graphic design students and recent graduates in Moscow are invited to apply to participate in the workshop. There is a limited amount of 21 places available – please send your complete application documents [6](#) to [participate@rietveld.moscow](mailto:participate@rietveld.moscow) until April 3rd. [7](#) If you experience technical issues please contact the organisers via [hello@claudiadoms.com](mailto:hello@claudiadoms.com).

‘We begin with a squiggle’ is organised by David Bennewith and Claudia Doms [8](#).



From 6th until 10th of May 2019 a collaborative workshop between graphic design students from Moscow [1](#) and the Rietveld Academie in Amsterdam [2](#) will take place at the Education Center of the Moscow Museum of Modern Art [3](#).

The workshops will be guided by a group of international designers from Amsterdam and Moscow [4](#). We will begin with a squiggle [5](#).

All graphic design students and recent graduates in Moscow are invited to apply to participate in the workshop. There is a limited amount of 21 places available – please send your complete application documents [6](#) to [participate@rietveld.moscow](mailto:participate@rietveld.moscow) until April 3rd. [7](#) If you experience technical issues please contact the organisers via [hello@claudiadoms.com](mailto:hello@claudiadoms.com).

‘We begin with a squiggle’ is organised by David Bennewith and Claudia Doms [8](#).

[8](#) Claudia Doms is a graphic designer and educator from Germany. She is a graduate of the Rietveld graphic design program and currently teaches at the British Higher School of Art and Design in Moscow.

[David Bennewith](#) is a graphic designer and typedesign researcher originally from New Zealand. He is the head of the graphic design department at the Rietveld Acadmie.

The workshop organisation is assisted by Bram van den Berg. Website by Vasily Dyakonov and Natalia Kukina.

# Branding Packaging

Go back up

**Responsibilities:**

Design of the packaging and visual communications.  
Developed the shop's visual language and brand book.  
Held client sessions with key stakeholders.  
I worked directly with founder Artem Temirov and Cherniy's marketing department to create the brand.

**With:**

Sebastian Campos

**Challenge:**

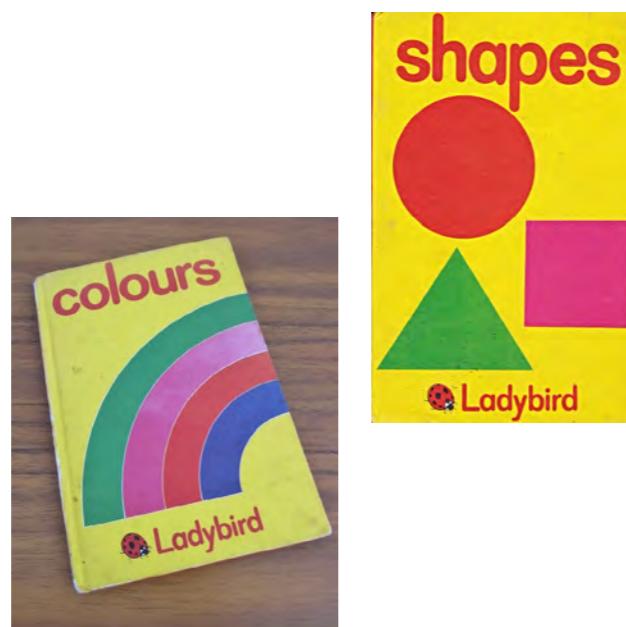
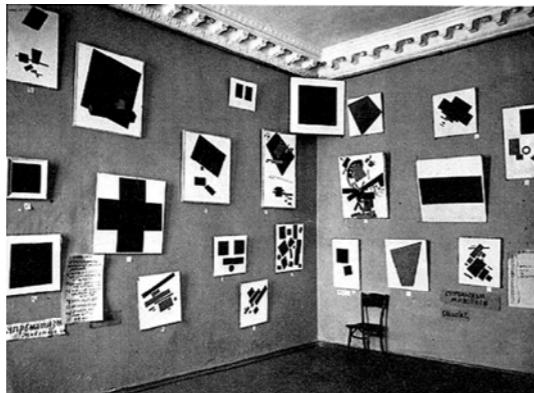
Cherniy, a specialty coffee place in Moscow, faced declining customers at their only location due to the pandemic. To grow the business, the management team expanded to select supermarkets but a rebrand was needed to reach new customers.

**Strategy:**

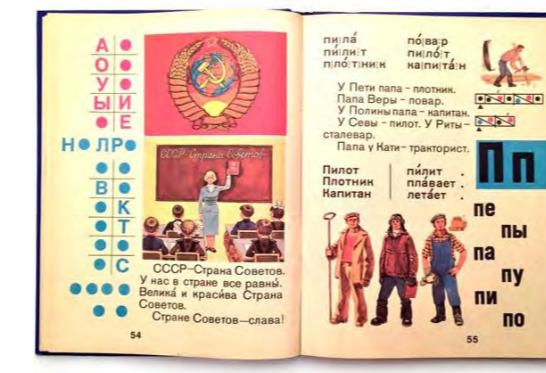
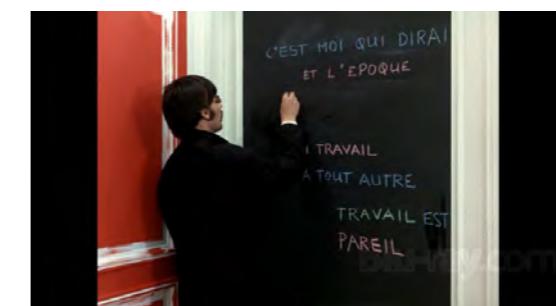
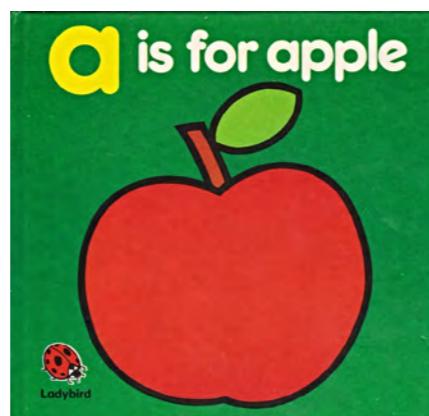
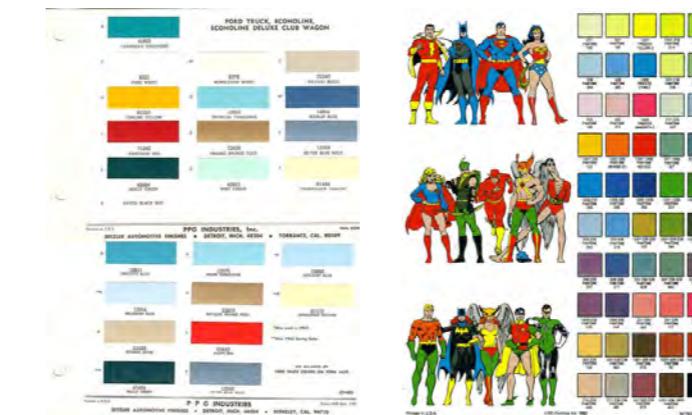
To create a new identity for Cherniy, focusing on packaging design. The plan included a redesign of assets such as online shopping and signage.

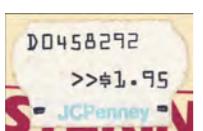
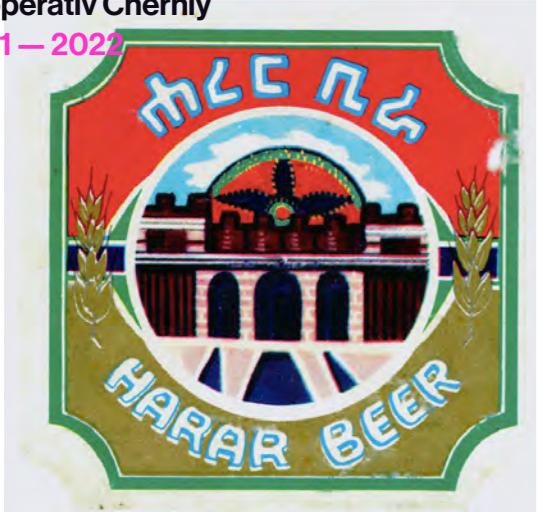
**Solution:**

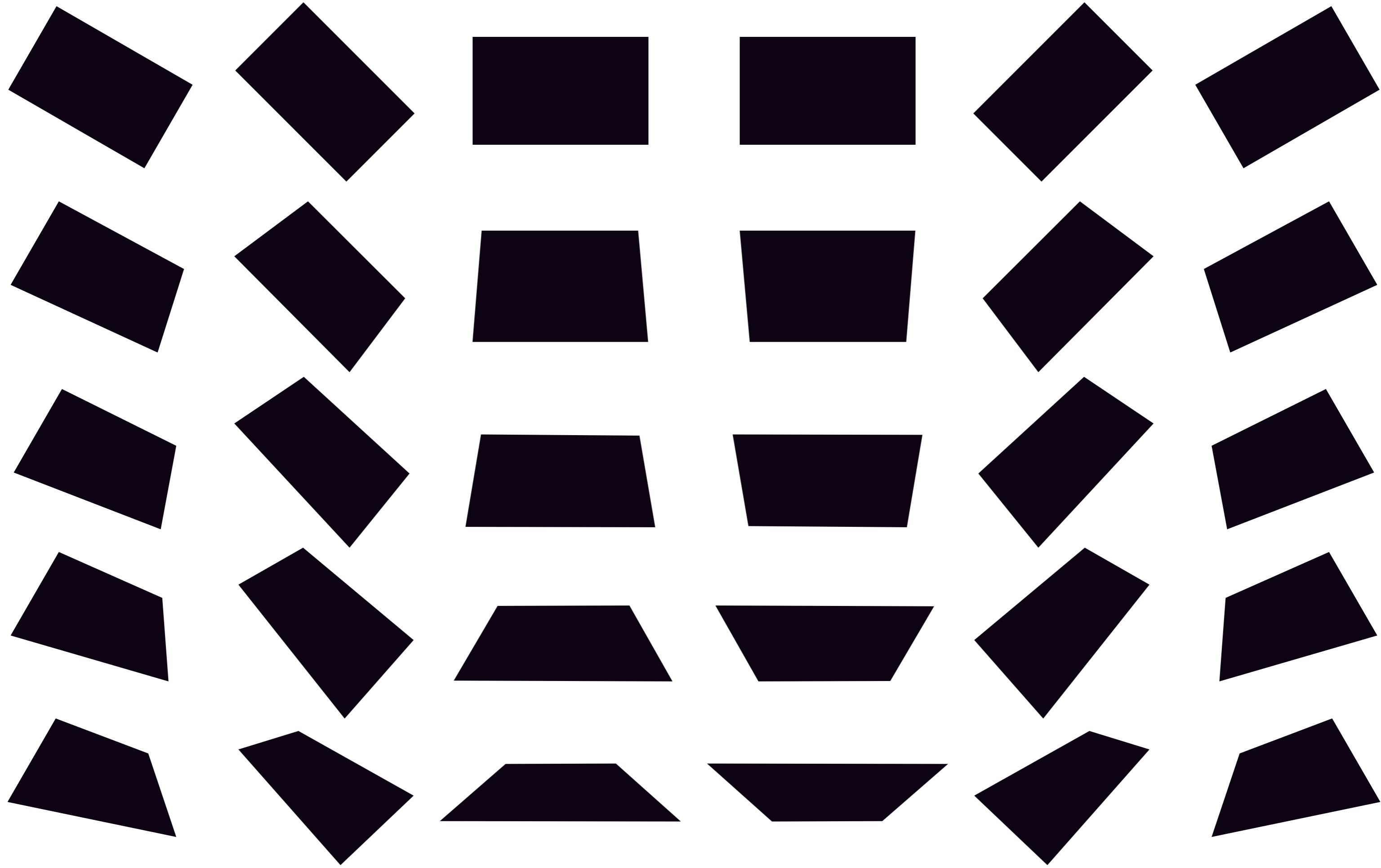
The new identity for Cherniy was based on a collection of variable shapes derived from the original logo. The colors represent the taste profile and price range, while shapes represent the brewing method.



BLACK  
FLAG







# Грамматика

# Грамматика

# *Грамматика*

# *Грамматика*

# для чёрного

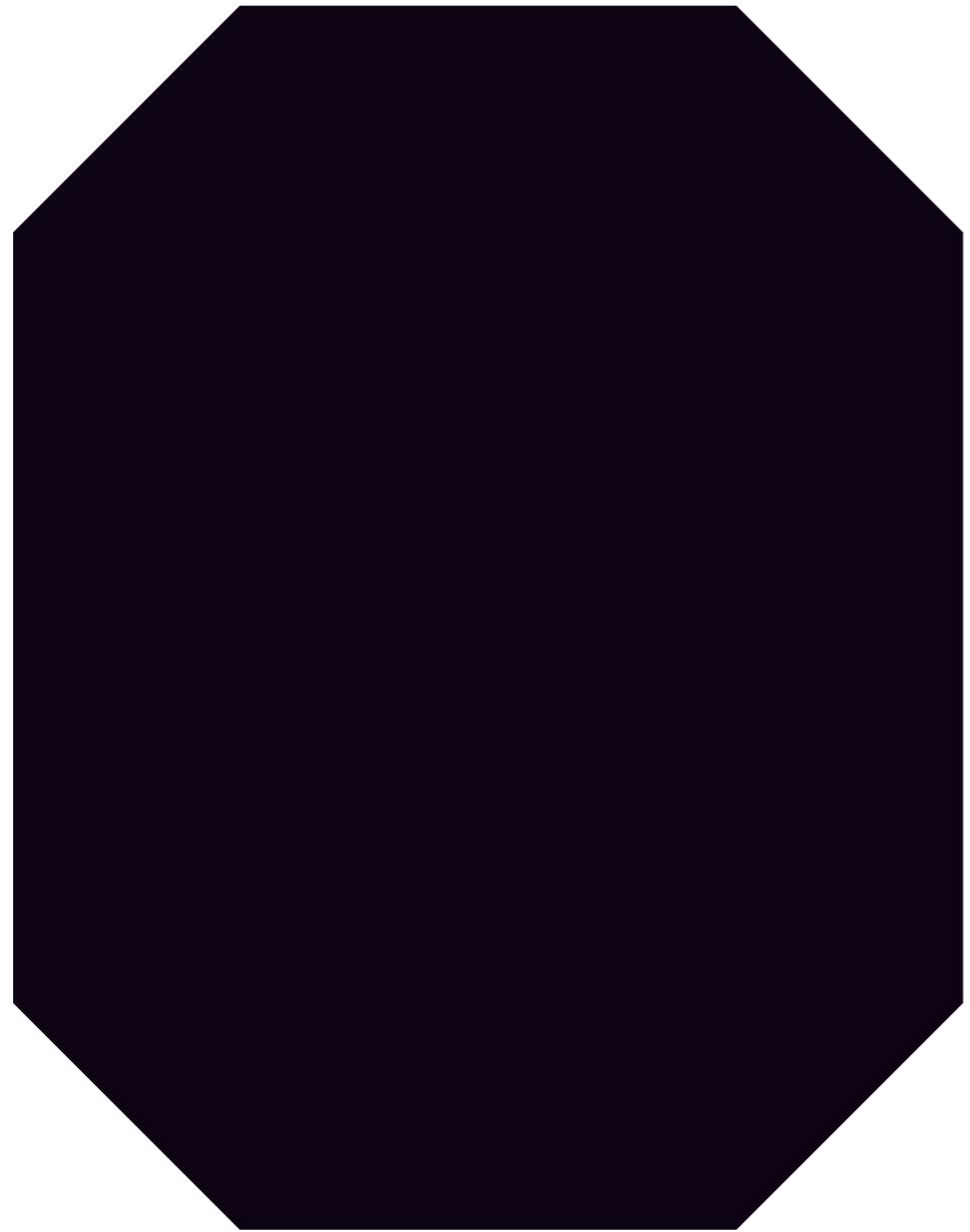
**кооператив чёрный  
Эфиопия  
КОЛУМБИЯ  
КЕНИЯ  
БРАЗИЛИЯ  
ТАНЗАНИЯ  
ГВАТЕМАЛА**



**кооператив**

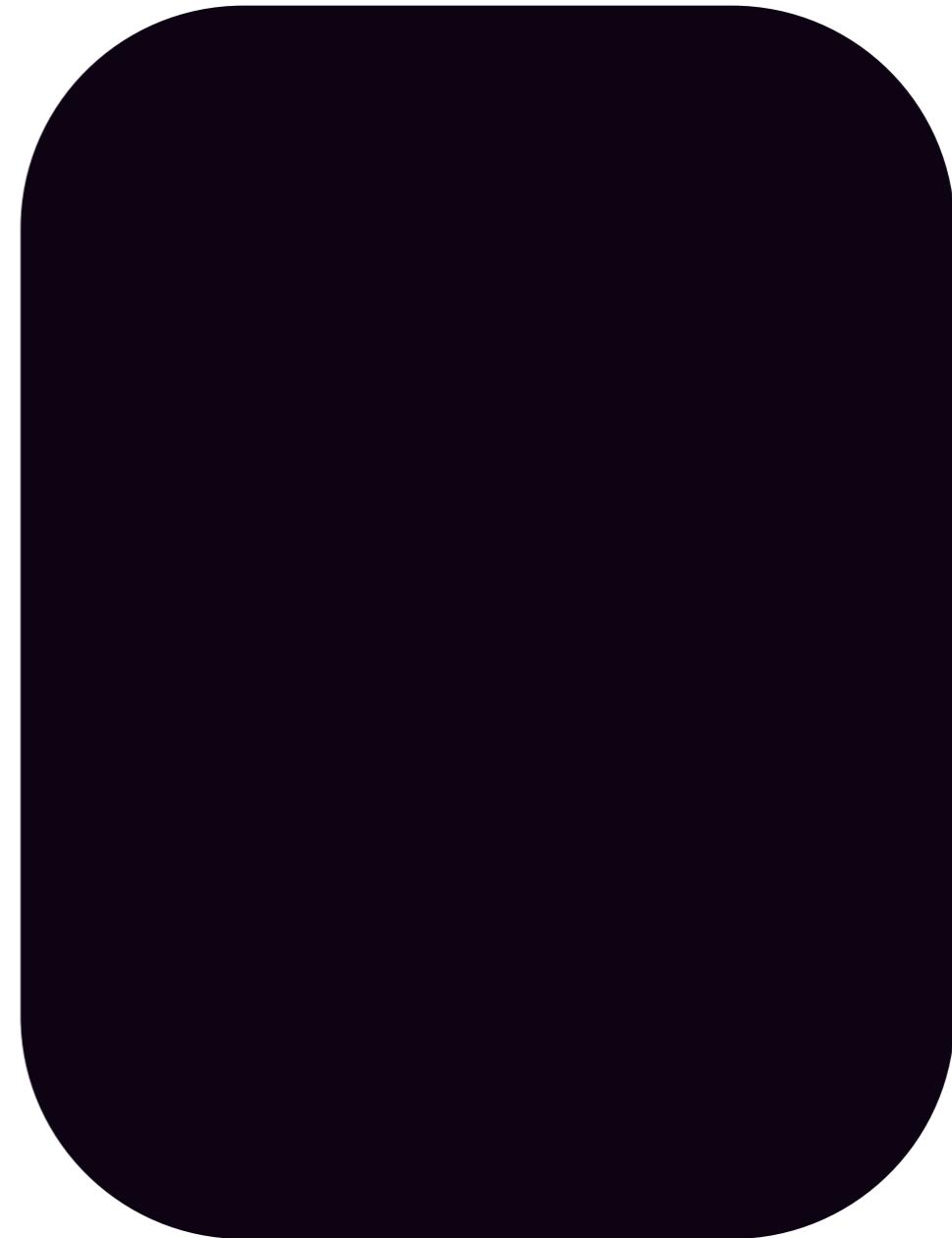


**чёрный**



*для фильтра*

filter



*для эспрессо*

espresso

кооператив чёрный  
ТАНЗАНИЯ СО  
СТАНЦИИ УМОДЖА УЛУЛУ

мбяя  
катурро бурбон  
мытый

обжарка светлая  
для фильтра

умеренная кислотность

крыжовник альча  
белая смородина

кофе в зернах  
обжарено в москве 200г

кооператив чёрный  
ЭФИОПИЯ АРБЕГОНА

арбегона сидамо  
местные разновидности  
мытый

обжарка светлая  
для фильтра

низкая кислотность

шоколад сливочная карамель  
мёд немного цукатов

кофе в зернах  
обжарено в москве 200г

кооператив чёрный  
КЕНИЯ  
БАРАГВИ МУЧАГАРА

кере-ньяга  
sl-28 sl-34 ruiri-11  
мытый

обжарка светлая  
для фильтра

умеренная кислотность

смородиновый лист  
компот из шиповника

кофе в зернах  
обжарено в москве 200г

кооператив чёрный  
ЭФИОПИЯ ИЗ  
РЕГИОНА ГУДЖИ

гуджи анасора  
местные разновидности  
сухой

обжарка светлая  
для эспрессо

умеренная кислотность

чёрный байховый чай лайм  
абрикосы цветочные ноты

кофе в зернах  
обжарено в москве 200г

кооператив чёрный  
КОЛУМБИЯ ИЗ  
РЕГИОНА НАРИНЬО

кальдас  
кастийо колумбия  
сухой

обжарка светлая  
для эспрессо

низкая кислотность

дыня цветы  
яблоко

кофе в зернах  
обжарено в москве 200г

кооператив чёрный  
БРАЗИЛИЯ  
САНТУАРИО СУЛ

карму-ди-минас  
жёлтый бурбон  
сухой

обжарка светлая  
для эспрессо

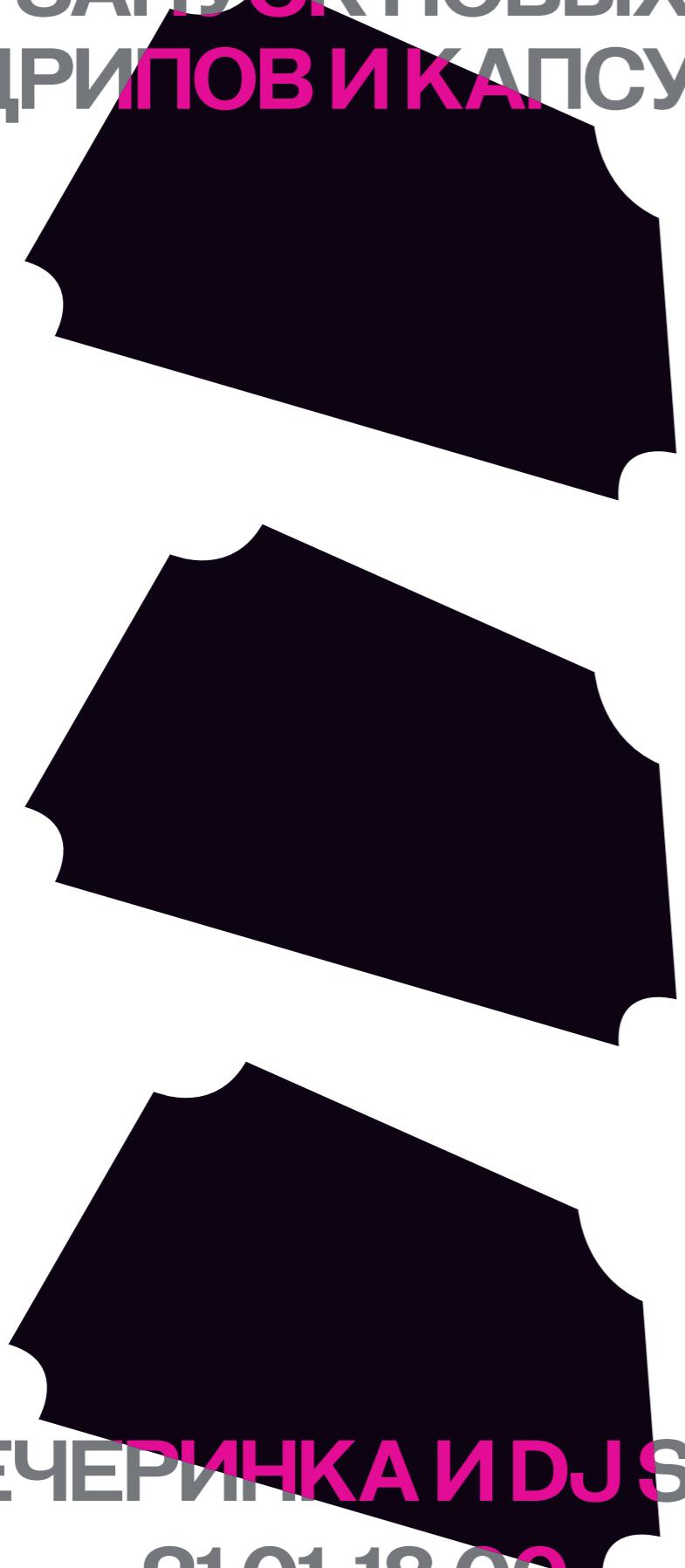
низкая кислотность

жёлтые сливы немного папайи  
белые персики макадамия

кофе в зернах  
обжарено в москве 200г

кооператив чёрный

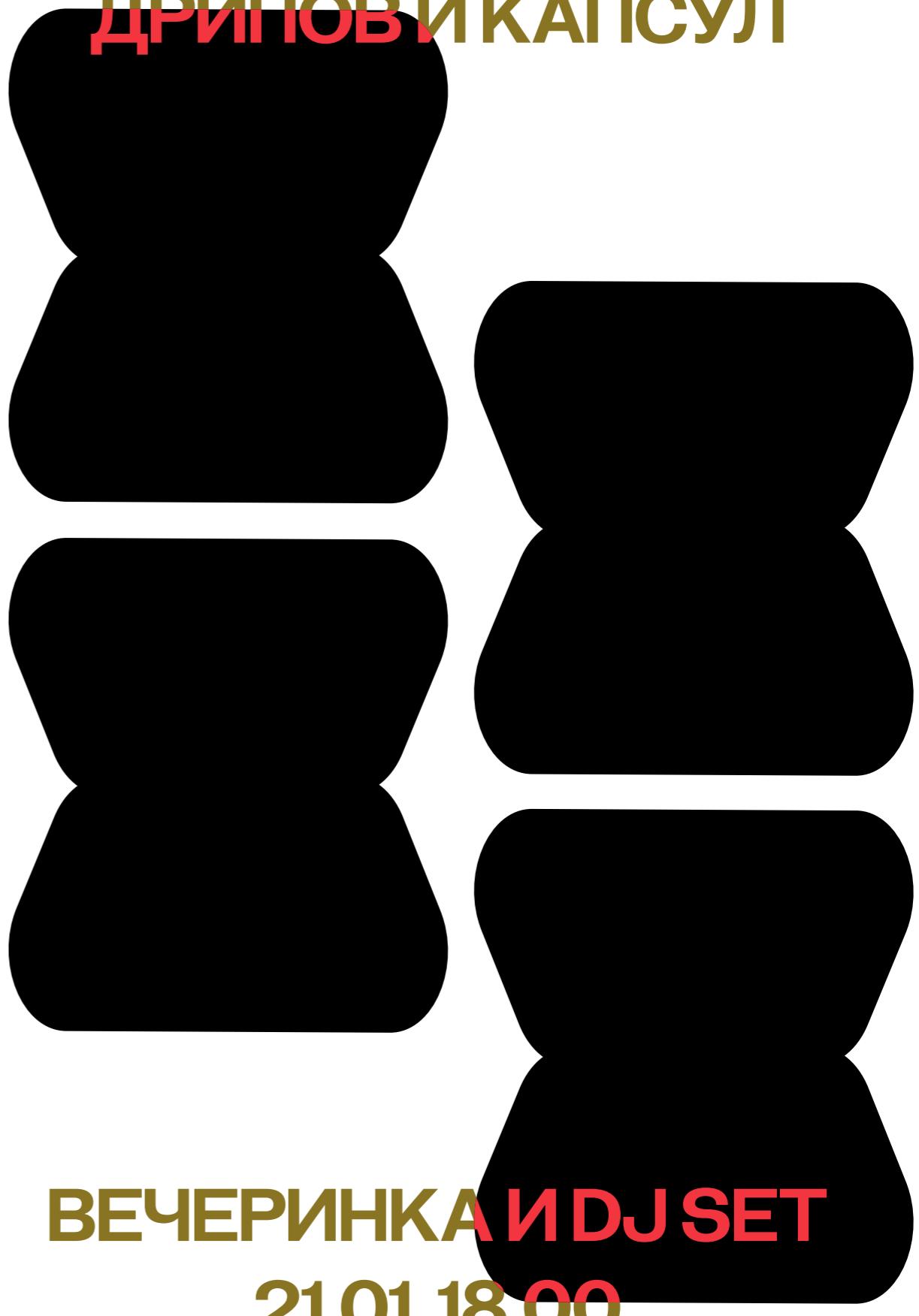
# ЗАПУСК НОВЫХ ДРИПОВИКАПСУЛ



ВЕЧЕРИНКА И DJ SET  
21.01 18.00

кооператив чёрный

# ЗАПУСК НОВЫХ ДРИПОВИКАПСУЛ



ВЕЧЕРИНКА И DJ SET  
21.01 18.00

cherniy cooperative, event posters displaying: launch of new drip kits  
and capsules, party and dj set, date and time

кооператив чёрный  
ТАНЗАНИЯ СО  
СТАНЦИИ УМОДЖА УЛУЛУ

мокко  
катумбо бурбон  
мытый

обжарка светлая  
для фильтра

умеренная кислотность  
крыжовник, яблоко  
белая смородина

кофе в зернах  
обжарено в москве 200г

Small Projects  
2020-2023

# UI Design Generative Graphics

## Responsibilities:

Mobile widget design, typography and interaction design.

Working with the band to define the style and direction for generative album graphics.

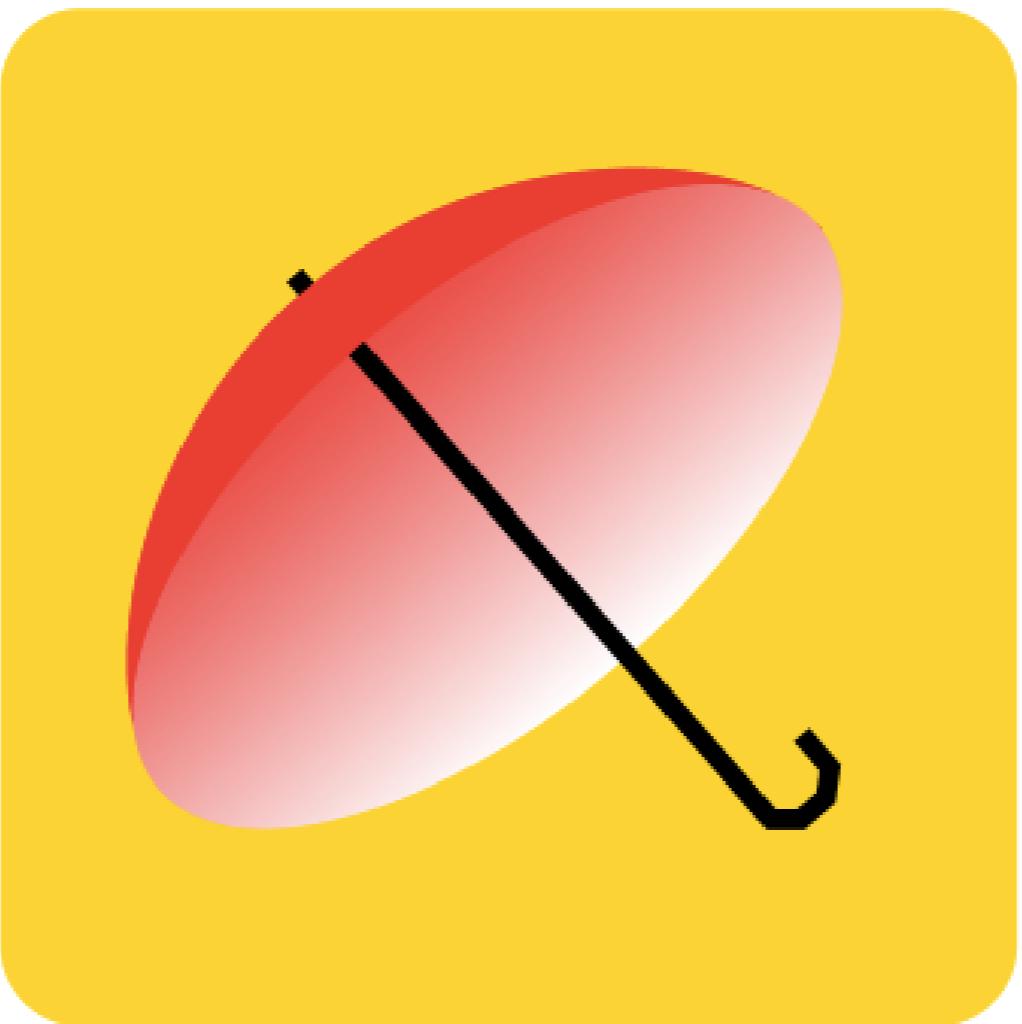
## Yandex Weather App Widget:

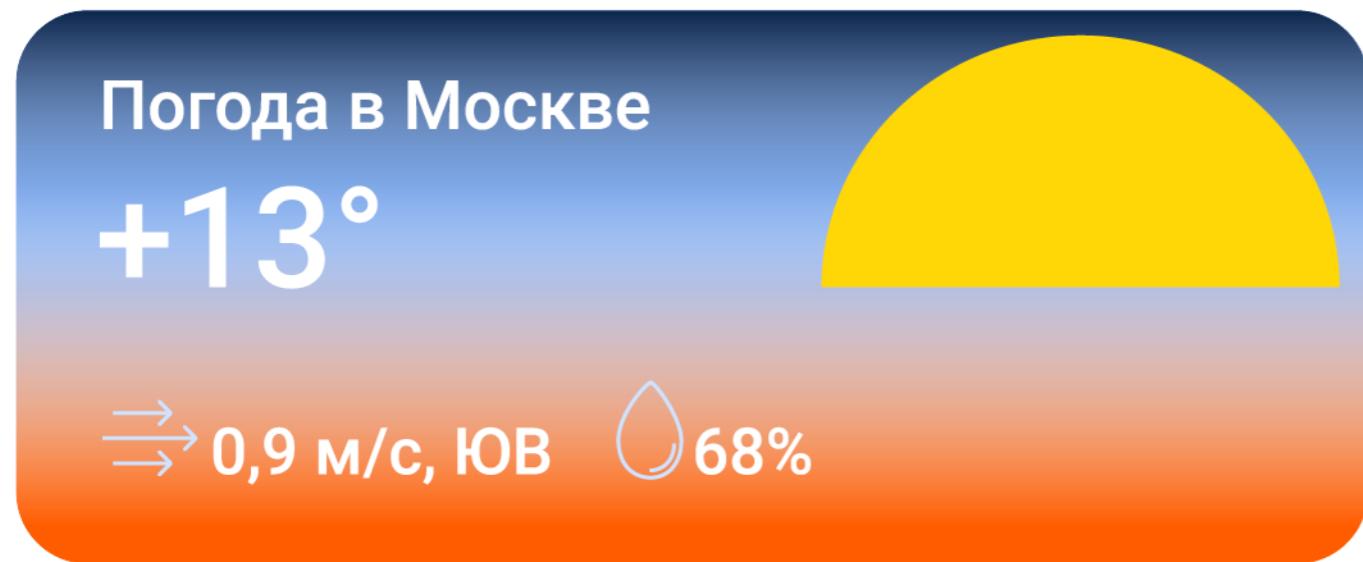
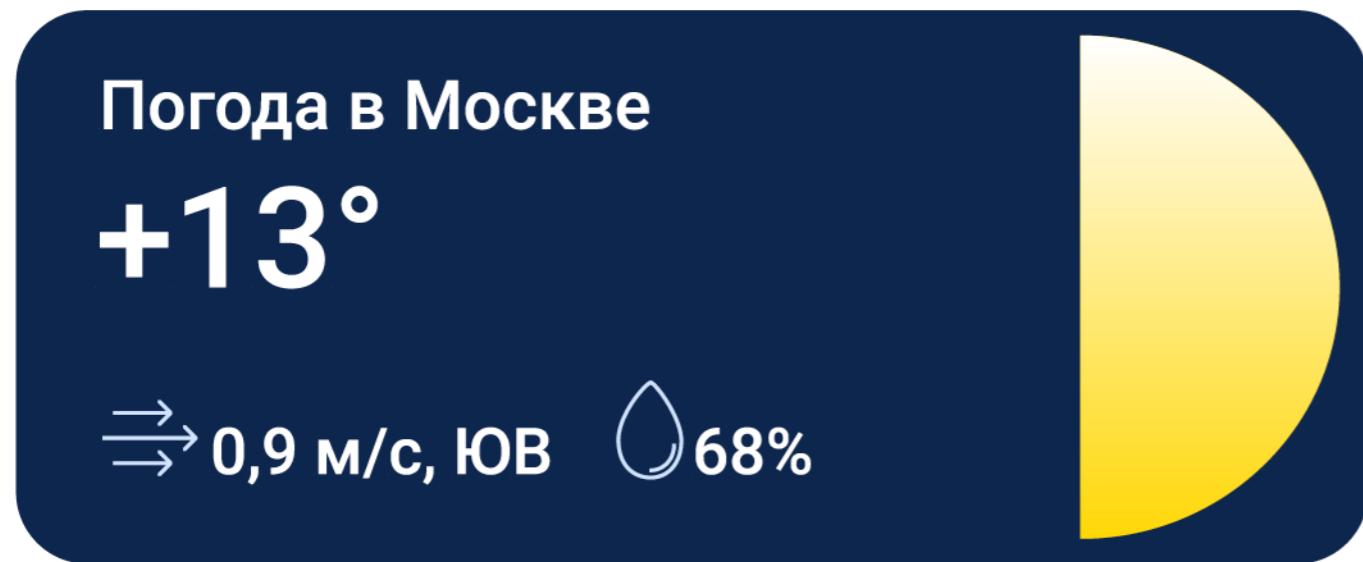
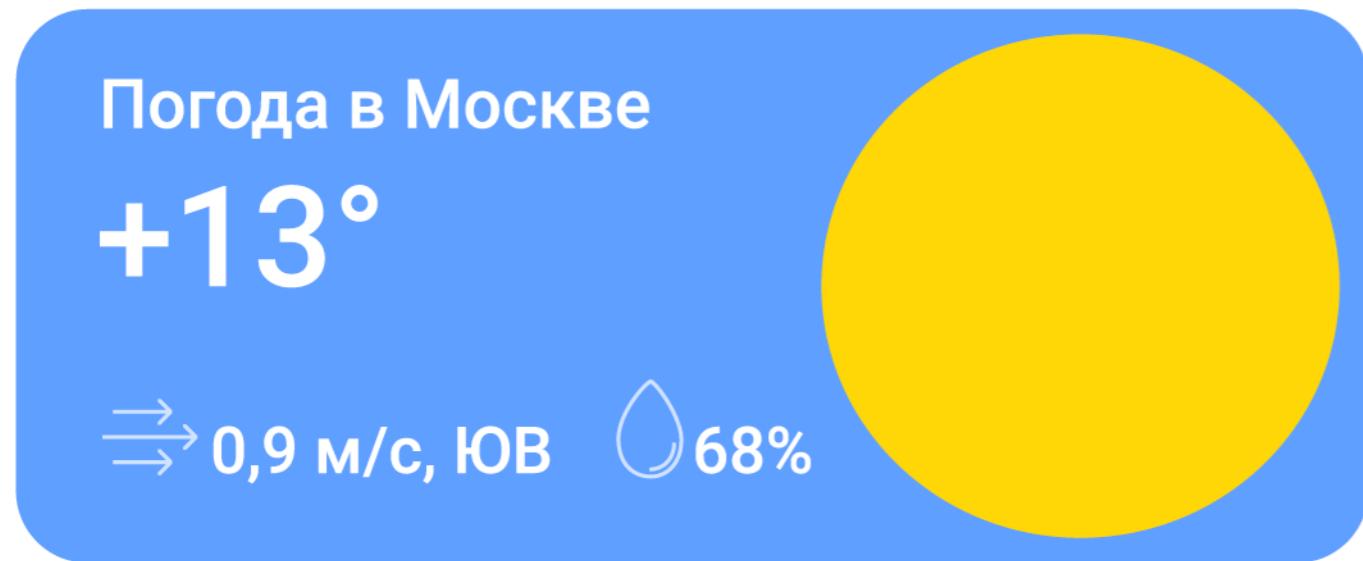
Yandex Weather widget designed with the Android guidelines in mind. Reimagining how the weather app engages its users, as well as how much information about the weather and the time of day it can show.

## Mira:

Generative album artwork for Mira Volition, a London-based shoegaze band.

Go back up





weather in Moscow, 13 deg Celsius, 0.9 meters per second  
wind, 68% humidity

Moscow, Clear

Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



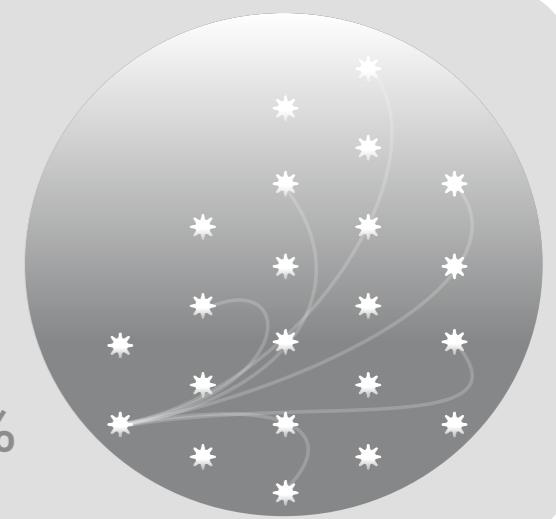
Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



Погода в Москве

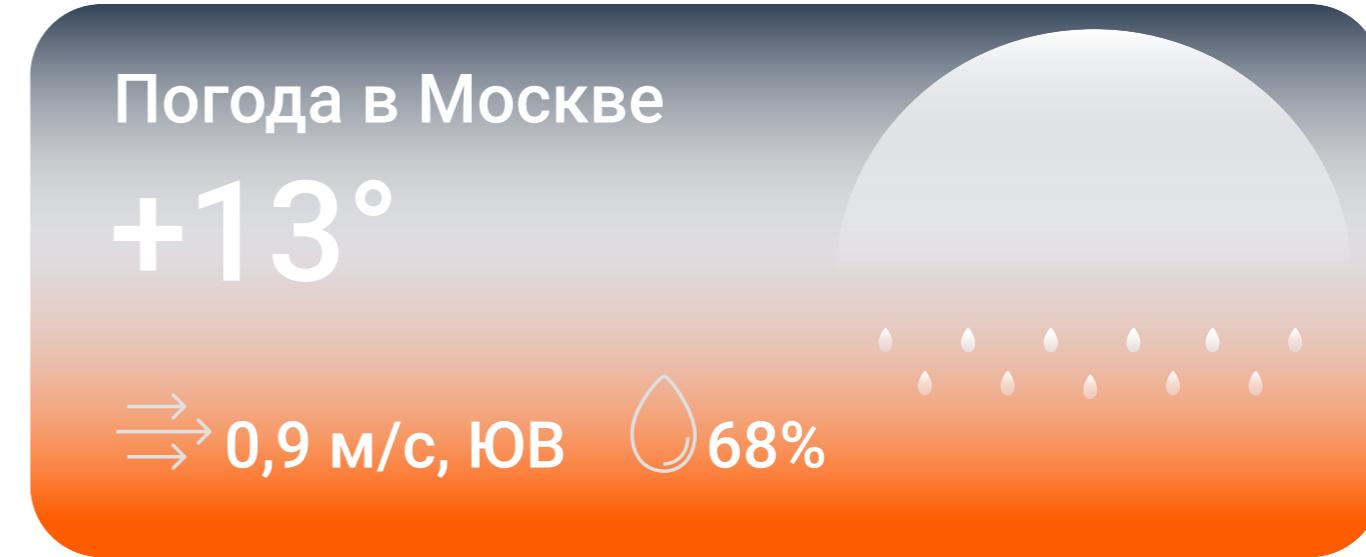
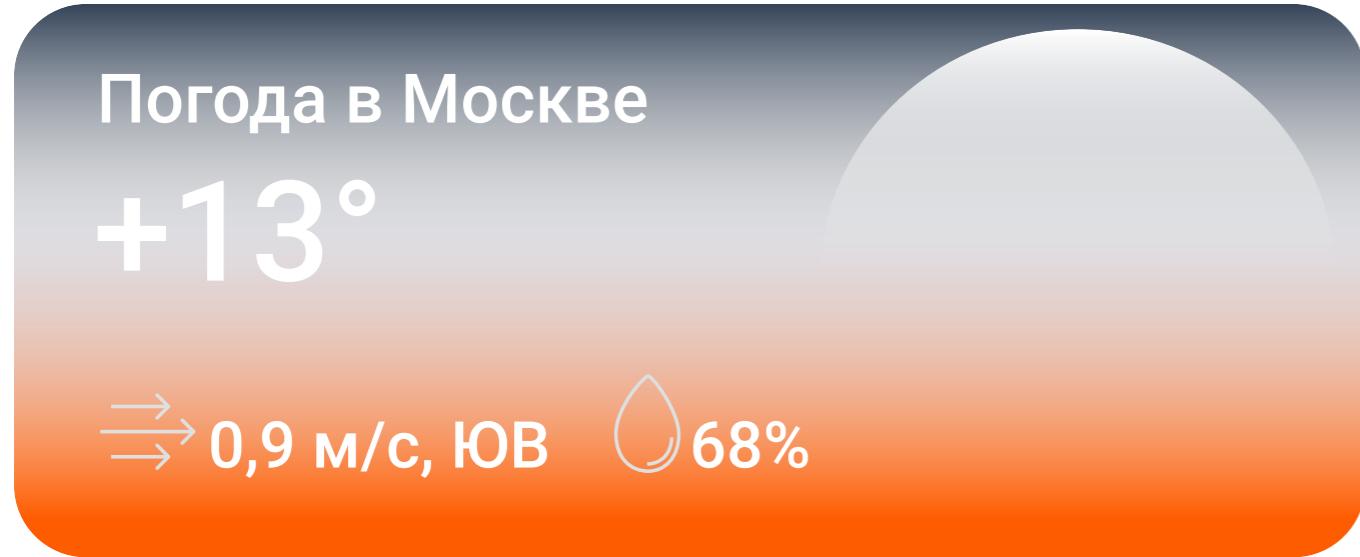
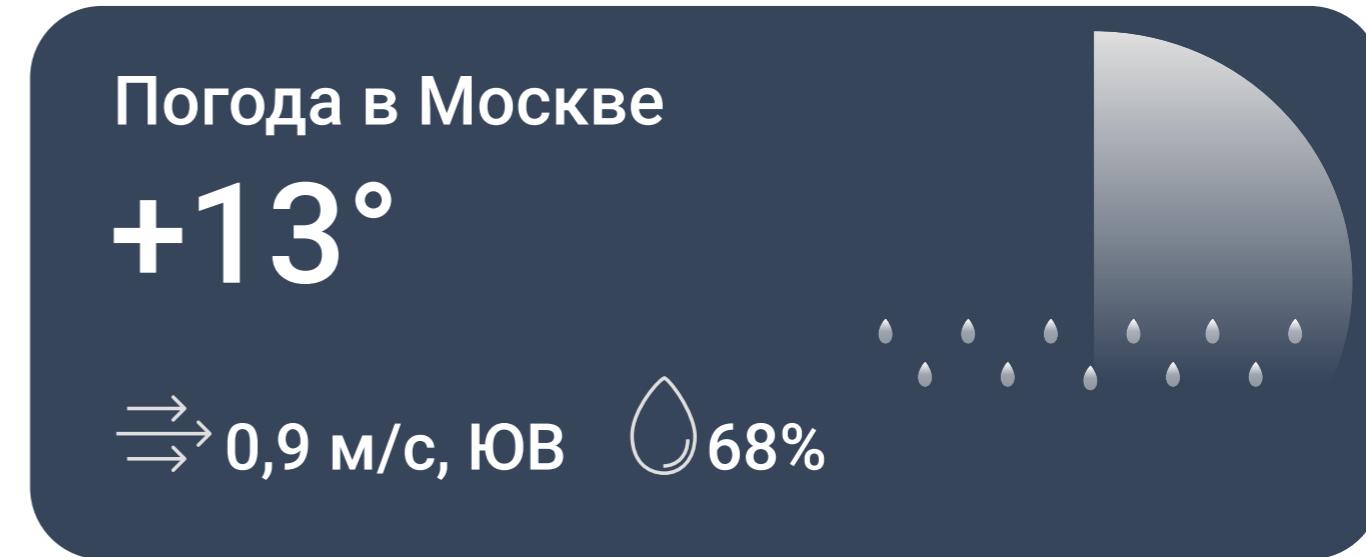
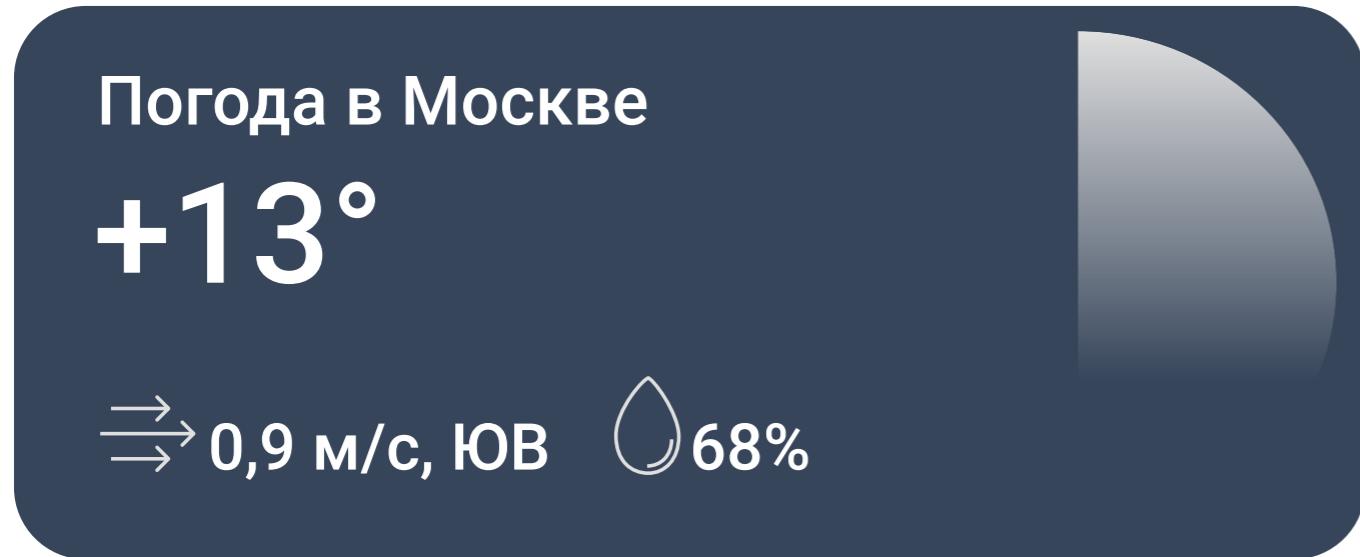
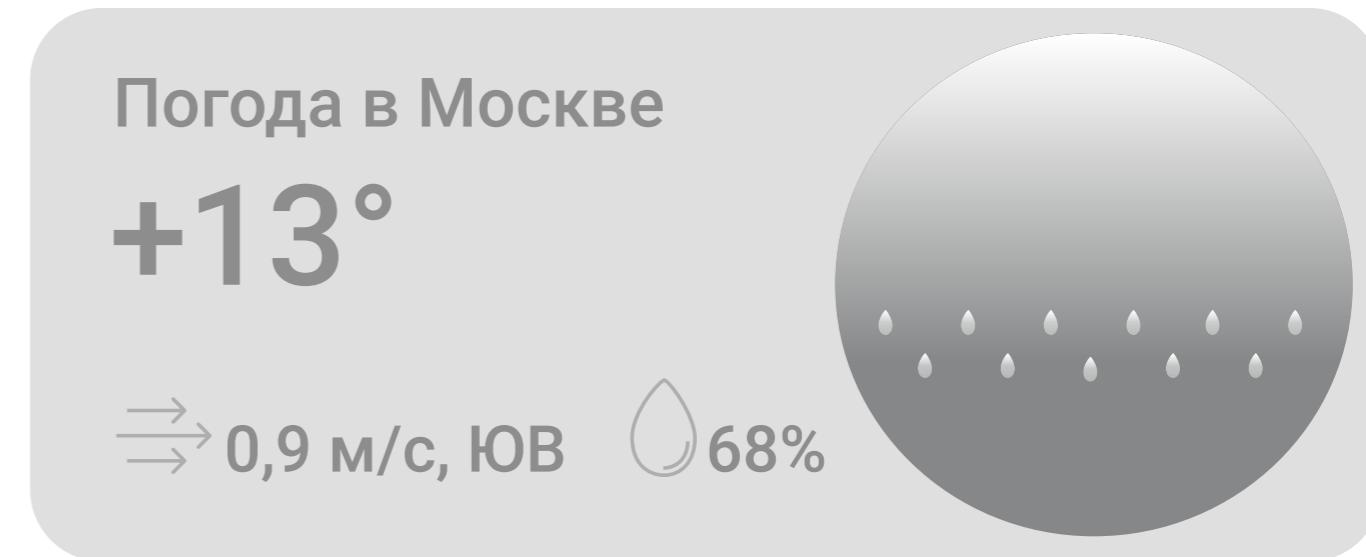
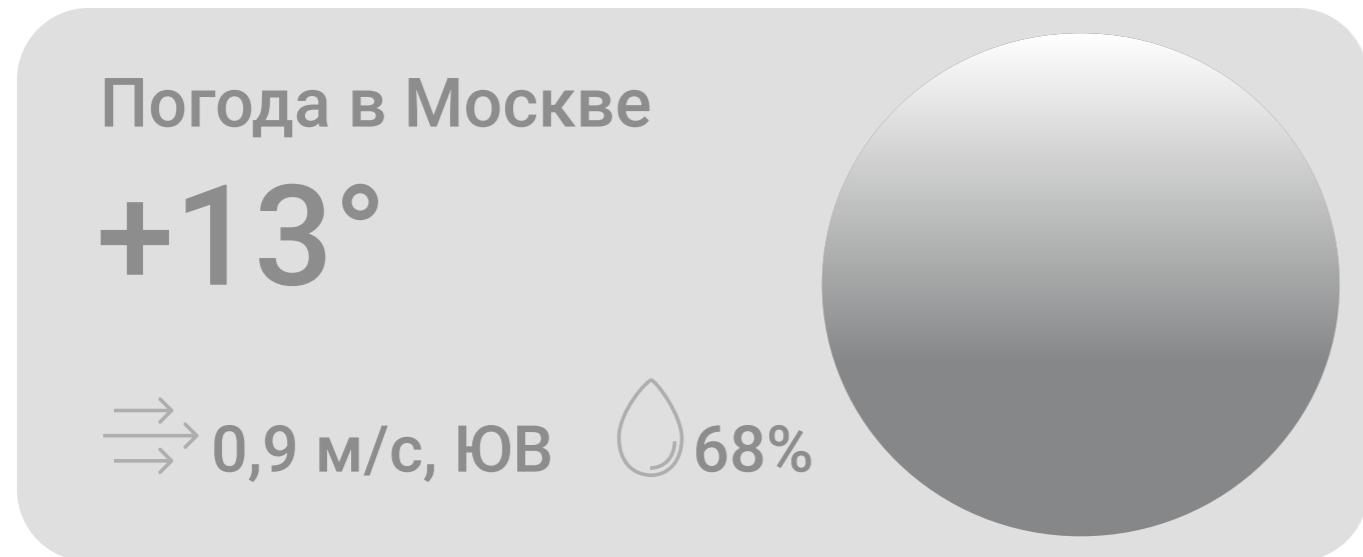
+13°

→ 0,9 м/с, ЮВ



68%





Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



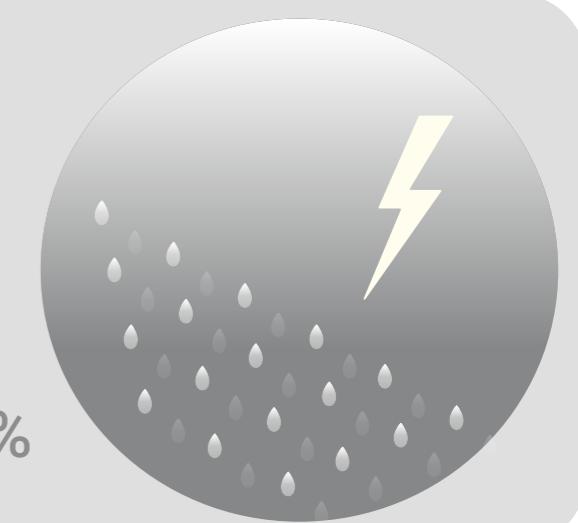
Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%



Погода в Москве

+13°

→ 0,9 м/с, ЮВ



68%









