

[!\[\]\(a3ea015cc5581cad732d1eb81613fe7b_img.jpg\) Danya Vidmich](#)

Work Experience

Art Communications Director

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Art communications director with 7+ years of experience in major tech companies (Yandex Practicum, Yandex Music, Badoo, Yandex Go). Specializes in brand systems, digital product design and large-scale campaigns (OOH, digital, 360), building AI-assisted production pipelines and creative team processes. Proven success in driving marketing campaign performance and brand growth for products serving 30M+ users. Launched own dating app Apt, reaching 6K+ MAU. Strong background in Agile methodologies, team mentoring, and international collaboration.

Mentioned by [type.today](#), [vc.ru](#), [Skillbox](#) and [podcast "Sosedniy stolik"](#)

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WORK EXPERIENCE

 [Yandex Practicum](#)
[Yandex Practicum](#)

Leading CIS online tech bootcamp (100K+ graduates)

Graphic Design Lead

03'25 — present

Remote

Led the launch of the new Yandex Practicum Pro branding: visual system, brandbook and AI photo generator; the digital campaign delivered 154.2% of planned reach, 206.4% of planned traffic and a +652% search lift for the brand

Designed in Cursor and implemented an AI generator and resizer for communication assets, cutting external vendor costs by ~200k rub. per month and reducing banner time-to-market from 3 days to 10 minutes.

Integrated Krea and Recraft into the design team's daily workflows: created a promptbook and set up node-based workflows for AI imagery, reducing dependency on external vendors and saving ~1.4M rub. in Q4 2025

Plan design sprints, prioritize and distribute tasks, and provide art direction for concepts and production across key product communication streams

Run regular design syncs and brainstorms, building close collaboration between designers and editorial on special projects

Mentor mid-level designers: define competency maps, update growth tracks and run 1:1s

Own landing pages for key funnels and maintain the web design library: introduced a template system for typical landings, speeding up launches and simplifying maintenance

Work in a creative pair on concepts for special projects and their adaptation across formats with focus on Brand Awareness, Brand Trust, BHT, NPS and lovemark-style brand relationships

Designed and launched merch for the referrals team (14 SKUs from candles to backpacks), boosting engagement and loyalty among alumni

 Yandex Music

[Yandex Music](#)

Russia's #1 music streaming service (70M+ MAU)

Graphic Design Lead

10'22 – 01'24

Remote

Owned visual strategy and creative campaigns for Yandex Music artist-focused products in a Business2Artist model

Relaunched the Bandlink analytics service identity and communication system (SMM, CRM, events), strengthening positioning for artists

Led visual concept and production for the "Year in Review" project three times (2022, 2023, 2024): concept, all marketing and in-product assets, vendor management and event support

Art-directed the "The World of Korol i Shut" special project, delivering full visual integration in the app and the offline exhibition stand at the dedicated show

Developed visual style and communications for multiple marketing launches, including "My Wave for Exams", "Summer is a Vibe", "Summer Postcards 2023" and Boulevard Depo's album launch

Designed merch for the welcome pack of new Yandex Phantech employees

[Apt](#)

Dating app for meeting through city events

Co-founder & Art Director

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Remote

Co-founded and art-directed Apt — a dating app for meeting through city events

Shaped the product vision, secured initial angel investment, defined MVP and designed the product: prototypes, component library and visual language for iOS and Android

Led a cross-functional team (Flutter developers, copywriter, account manager), responsible for creative strategy and visual consistency

Created brand identity and offline communications (stickers, posters, postcards), built landing pages in Readymag and produced all SMM assets, ensuring partner and media presence

Built first partnerships with Moscow cultural venues (Shchusev Architecture Museum, VDNKh, Strelka, State Historical Museum, Manege) and designed a branded corner at a music festival in the Jewish Museum

Achieved 6K+ MAU in the first six months and 11K+ unique profiles (~75% women); the app was featured in Inc Russia, SRSLY and Skillbox



[Badoo](#)

Global dating app (400M+ users, 60M+ MAU)

Senior Graphic Designer

08'20 — 02'21

London, United Kingdom (Remote)

Worked remotely with the UK-based communications design team, presenting concepts and solutions in English

Owned app communications for the Russian market: adapting global identity and developing local campaign

Designed the website for Badoo Hotline, an educational media project on sexual health, and supervised implementation; the site reached 375K+ unique users in the first two weeks

Developed the visual concept for Badoo's first OOH campaign in Russia, "Be Yourself With Me", which was approved and rolled out nationwide

Created image-driven illustrations for media publications and oversaw vendors producing short animated videos about Badoo's values



[Yandex Go](#)

Super-app for ride-hailing & deliveries (30M+ MAU)

Junior Graphic Designer

10'19 — 07'20

Moscow, Russia (On-Site)

Worked in MagicCamp, Yandex Go's internal creative studio, creating visual communications for drivers — from in-app assets to offline materials

Designed offline surfaces: taxi liveries and navigation totems at pick-up points

Supervised several photoshoots, including a quality standards campaign in Central Asia tariffs and the Yandex Go launch

Designed landing pages and visual style for the 2019 drivers' "Year in Review" campaign, building pages in Yandex's internal constructor

Produced initial SMM materials for the "Help is Nearby" social initiative and created print assets (stickers, posters) for hospitals



Largest Eastern European design & branding agency

Junior Web Designer

11'18 — 09'19

Moscow, Russia (On-Site)

Under senior designers' guidance, laid out presentations in InDesign, adapted layouts for different screens in Sketch, created landing pages and prepared UI kits for handoff

Participated in the express-design program, shipping 6 projects for clients

Worked on major projects including loyalty terminals for Perekrestok supermarkets, the SberSpasibo loyalty program, the "Lavrus" educational platform for the Tretyakov Gallery and New Year scoreboard graphics for Sheremetyevo Airport

Released the "Echelon" typeface and "Through the Looking Glass" pattern, available for purchase on the studio website

Skills

Branding & Visual Communication

Digital Product Design & Web Design

Motion Design & Prototyping

AI-assisted Design

No-code Platforms

Design Management & Team Mentoring

Tools



Languages

English (B2)

Japanese (B1)

Italian (B1)

Russian (Native)