

# Daniil Vidmich

## Multidisciplinary Design Lead

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Multidisciplinary Design Lead with 8+ years of experience creating brand identities and digital products for leading tech companies (Yandex, Badoo). Expert in building scalable design systems, leading cross-functional teams, and leveraging AI tools to deliver cost-effective visual solutions. Proven success in driving marketing campaign performance and brand growth for products serving 30M+ users. Launched own dating app Apt, reaching 7K MAU. Strong background in Agile methodologies, team mentoring, and international collaboration.

## WORK EXPERIENCE

### Graphic Design Lead

#### Yandex Practicum

03/2025 — Present

Leading CIS online tech bootcamp (100K+ graduates) | Remote

- Developed Practicum's brand system and sub-brand identities (Upskill Stream); conducted visual audits and turnkey branding
- Deployed AI tools (Krea, Recraft) for communication design, including a prompt book for consistent, cost-effective visuals
- Led sprint planning and team workload distribution under Agile. Organized brainstorms and syncs between design and editorial teams
- Created data-driven storyboards for OLV and 360 campaigns; achieved CR and VR growth
- Built and refined a web design system with reusable components for cross-team efficiency

### Graphic Design Lead

10/2022 — 01/2024

#### Yandex Music

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

- Led communication design for the BusinessToArtist stream and directed high-impact marketing campaigns for Yandex Music
- Refreshed Bandlink's brand positioning and visual identity (music analytics service), delivering a modern approach to visual communications, CRM/SMM, influencer seeding, media strategy, and live events
- Managed all communications for the Year-End Review projects (2022/2023/2024): developed creative concepts, designed key marketing and product materials, coordinated external contractors, and contributed to the successful launch of the 2023 offline event
- Designed the full visual identity for "King and the Jester World," transforming the app's interface and creating a unified experience — from core UI elements to Yandex Music's booth at the Yandex Afisha exhibition
- Developed style guides and communication assets for multiple marketing launches, such as "My Vibe for Exams," "Summer is a Vibe," "Summer 2023 Postcards," and the Boulevard Depo album release

### Senior Graphic Designer

08/2020 — 02/2021

#### Badoo

Global dating app (400M+ users, 60M+ MAU) | London, United Kingdom (Remote)

- Collaborated with the international communications design team (UK), regularly presenting concepts and project updates in English
- Oversaw app communications and localization strategies for the Russian market
- Designed the website for Badoo Hotline, an educational media project about sexual health, which attracted over 375K unique users within two weeks of launch
- Developed the visual concept for Badoo's first Russian out-of-home (OOH) campaign, "Be Yourself With Me," which was greenlit for execution
- Created original branded illustrations for media publications and supervised external contractors on animated videos

### Junior Graphic Designer

10/2019 — 07/2020

#### Yandex Go

Super-app for ride-hailing & deliveries (30M+ MAU) | Moscow, Russia (On-Site)

- Designed targeted visual communications for drivers, collaborating within the in-house creative studio, MagicCamp
- Developed offline assets, including custom taxi liveries and navigation stands for pick-up locations
- Led creative shoots for major campaigns, such as Central Asia Tariff Standards and the Yandex Go product launch
- Designed and implemented landing pages and established the visual style for the 2019 year-end report for drivers
- Created marketing landing pages using Yandex's proprietary internal builder and developed SMM assets for the "Help Nearby" project

### Junior Web Designer

11/2018 — 09/2019

#### Art. Lebedev Studio

Largest Eastern European design & branding agency | Moscow, Russia (On-Site)

- Supported senior designers with presentation layouts (InDesign), screen adaptations (Sketch), and development of landing pages and UI Kits
- Contributed to the Express Design program, successfully delivering six client projects
- Participated in high-profile projects, including loyalty terminals for Perekrestok, the Sberbank Spasibo program, the Lavrus educational platform for the Tretyakov Gallery, and festive installations for Sheremetyevo Airport
- Released commercial font Echelon and pattern series Through the Looking Glass, both available for purchase on the studio's website

## Skills

Branding & Visual Communication, Digital Product Design & Web Design, Motion Design & Prototyping, AI-assisted Design, No-code Platforms, Design Management & Team Mentoring

**Languages:** Russian (Native), English (B2), Japanese (B1), Italian (B1)

## Tools

Adobe Photoshop, Adobe After Effects, Adobe Illustrator, Adobe InDesign, Figma, Framer, Readymag, Tilda, Cinema 4D, Miro/FigJam, Sketch, Glyphs, Krea.ai, Recraft.ai, Cursor