Maria Ksenofontova, Visual Designer

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LINKS

LinkedIn, cloud.yandex.com, yandex.com, artlebedev.com, Portfolio

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PROFILE

Design professional with over 9 years of experience in creating visual identities for IT products. Developed brand style for a B2B service (30K clients), keeping design strategies aligned with evolving business needs (Managed budgets up to EUR 150K annually). Ensured effective communication and streamlined processes across 10+ teams from marketing to development. Coordinated design teams from 3 to 30 members and oversaw the assembly of in-house teams and external contractors.

EMPLOYMENT HISTORY

Sep 2019 — Present

Visual Designer — Lead Designer, Yandex Cloud

- Led the creation of the project's brand style. Developed 40+ style guides, Figma tools, and brand books. Guaranteed solid visual communication across 10+ marketing channels, from merch to websites.
- Established unique styles for 4 annual Yandex Scale Conference (5K participants) and 10+ other events for businesses or developers.
- Created the basis of a scalable, UI & UX website for 20+ services, attracting new customers, 7,000 clients, and partners, including enterprise.
- Managed and inspired a team of 10+ designers, identifying growth opportunities for each team member. Set the process between ~10 cross-functional teams and stakeholders.

Apr 2017 — Sep 2019

Visual Designer, Yandex

- Improved brand awareness for 4+ B2B products, creating graphic designs for digital marketing campaigns and visual graphics integrated into the product.
- Increased loyalty and average bill for commercial products, developing UX and designing Advertising technology website.

Apr 2014 — Apr 2017

Web Designer, Art. Lebedev Studio

- Created websites and motion for 10+ flagship companies from banking, oil & gas, high-tech, and railways.
- 14 published projects and 28 creative concepts.

SKILLS

Figma, Adobe Photoshop, Illustrator, InDesign, AfterEffects, Keynote, HTML, CSS, UX

Project Management, Cross-functional teamwork, Relationship building, Leadership & Ownership

Creative, Detail oriented, Empathy and emotional intelligence, An eye for aesthetics

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EDUCATION

Sep 2007 — Jul 2012

Master of Arts in Design, MSU of Printing Arts

LANGUAGES

English	C1	Russian	C2

HOBBIES

Project originator and content creator of sustainable non-profit Swap_Ams @clothing_swap_amsterdam.

COURSES

Sep 2020 — Sep 2021

Yandex School for Leaders

Sep 2012 — Jul 2014

Interactive Design, British Higher School of Art