



Evgenia Barinova

Art director, visual artist

evgbrn.com

hello@evgbrn.com

Current location: Phnom Penh, Cambodia

Citizenship: Russian

Languages: English (fluent), Russian (native)

I have over 15 years of experience in the visual arts industry, including my personal practice as a freelance illustrator since I graduated in 2010, 8 years of teaching design and illustration at BA degree level, project management in print and digital design studios, and 3 recent years of art directing content and marketing illustration in the leading EdTech product on the Russian market.

Visual communication through word and image is my greatest passion – it's the area I feel most competent in, but also know there's so much to discover and there's always room for development and growth. I love exploring how images build narratives and how narratives can have an effect on each and everyone's lives and perception of the world. I find it most rewarding working for socially meaningful projects.

As an art director I push and inspire my team to get the best of what they know and can do, as well as what they never imagined they knew and could do I stand for clear and transparent communication, continuous personal growth and building on individual strengths.

Work experience

Art Director of Illustration

Uchi.ru

Dec 2020 — Nov 2023

Senior Lecturer, Graphic design & Illustration

British Higher School of Art and Design,
Moscow

Jan 2013 — Dec 2020

Project Manager

The Bakery Design Studio, Moscow

Dec 2012 — Nov 2014

Production Manager

RedStone Design Studio, London

Nov 2011 — Nov 2012

Illustrator

Represented by UsFolk, Belfast

Freelance: Aug 2010 — ongoing

Degree

Graphic Design and Illustration

BA (Hons) First Class Diploma, 2010

University of Hertfordshire, UK

Passion projects

slonvboa.ru

Personal project, co-editor

Online magazine on independent
and commercial illustration, art practice,
business and ethics

Illustrators Union

Personal project

Online platform informing illustrators about
copyright, providing contract templates
and pricing references

Key areas of expertise

- Developing creative and functional solutions to suit project needs
- Developing palettes, guidelines, production pipelines for teams to work with
- Analysing products, markets and trends, predicting possible future developments
- Researching approaches to design and illustration and interaction with illustration within given product UI
- Developing illustration styles for specific functional and communication purposes, within brand guidelines and UI specifications
- Organising workflows between collaborating teams, establishing communication practices
- Managing and mentoring teams, each individual employee, supporting and assisting each in personal and professional growth and development
- Interviewing and commissioning/hiring talents, overseeing adaptation period
- Developing onboarding processes and documentation, ensuring successful integration of new employees
- Establishing work ethics within the team, introducing common values, best communication practices

Referees

Polina Filippova

Head of Design

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Elena Sergienkova

Director of Secondary School Products
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Christopher Rainbow

BA Illustration course leader

British Higher School of Art and Design

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