



Evgenia Barinova

Art director with passion for illustration
Illustrator – represented by UsFolk, Belfast

evgbrn.com
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Current location: Dhaka, Bangladesh
Citizenship: Russian
Languages: English (fluent), Russian (native)
Family: spouse Matthew Clive Payne (UK)
son Timofey Christopher Barinov-Payne, 3y.o. (UK)

I have over 15 years of experience in the industry, including my personal practice as a freelance illustrator, 7 years of teaching design and illustration at BA degree level, art directing content illustration in the leading EdTech product on the Russian market – for the past 3 years. Illustration and education are two of my greatest passions in life, these are the areas I feel most competent in, but also know there's so much to explore and there's always room for development and growth. I believe that illustration, especially in the context of education, should never be about 'just an image', illustration is what we perceive in the first place, instantly, what we use to make teaching and learning more effective. It also carries the responsibility of establishing visual literacy in the viewer, which means the quality of artwork is top priority.

Work experience

Art Director of Illustration

Uchi.ru | VK.ru
Dec 2020 — Nov 2023

Senior Lecturer, Graphic design & Illustration

British Higher School of Art and Design, Moscow
Jan 2013 — Dec 2020

Illustrator

Represented by UsFolk, Belfast
Freelance: Aug 2010 — ongoing

Project Manager

The Bakery Design Studio, Moscow
Dec 2012 — Nov 2014

Production Manager

RedStone Design Studio, London
Nov 2011 — Nov 2012

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

Illustrations Union

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

Key areas of expertise

- Developing illustration styles for specific functional and communication purposes, within brand guidelines and UI specifications
- Developing creative and functional solutions to suit educational needs
- Developing palettes, guidelines, production pipelines for teams to work with
- Researching approaches to illustration and interaction with illustration within given product UI
- Organising workflows between collaborating teams, establishing communication practices
- Analysing products, markets and trends, predicting possible future developments
- 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

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Elena Sergienkova

Director of Secondary School Products
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Christopher Rainbow

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