



## Evgenia Barinova

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

[evgbrn.com](http://evgbrn.com)  
[hello@evgbrn.com](mailto:hello@evgbrn.com)  
tg: @evgbrn

Current location: Phnom Penh, Cambodia  
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 8 years of teaching Design and Illustration at BA degree level, and art directing 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 I'm most competent in but also know there's so much to explore and there's always room for development. Teaching design and illustration has always brought me great joy through intellectual engagement, exploring variety of visual and conceptual approaches and navigating through unique and exciting ideas that students bring into class. I'm gentle with feedback and delicate with sensitive art students.

### Work experience

#### Art Director of Illustration

Uchi.ru | VK.ru  
Dec 2020 — Nov 2023

#### 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,  
business and ethics

#### Illustrations Union

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

### Key areas of expertise

- Developing learning programmes, designing workshops and individual briefs according to the required learning outcomes
- Providing comprehensive and in-depth summative feedback
- Ensuring enough opportunities for formative feedback during the course of project/learning module
- Designing supporting materials such as presentations for lectures or visual thinking routines to help students navigate their conceptual process
- Analysing products, markets and trends, predicting possible future developments
- Managing and mentoring work groups, each individual student, supporting and assisting each in personal and professional growth and development
- Developing onboarding processes and documentation, ensuring successful integration of students onto the course
- Establishing work ethics within the group of students, introducing common values, best communication practices

### Referees

#### Polina Filippova

Head of Design  
uchi.ru / VK.ru  
polina.filippova@uchi.ru

#### Elena Sergienkova

Director of Secondary School Products  
Department  
uchi.ru / VK.ru  
e.sergienkova@uchi.ru

#### Christopher Rainbow

BA Illustration course leader  
British Higher School of Art and Design  
rainbow@britishdesign.ru