



Alexander Cherkasov

Graphic Designer & Art Director

I'm an interdisciplinary designer and art director. I specialise in graphic design and brand identity. I have experience in the profession of 9+ years. I've worked in the top agencies in Russia where I did design projects for both large corporations and small companies.

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- Identity design
- Corporate design
- Packaging design
- Web design
- Art Direction
- Research
- Lettering
- Presentation

9 years of experience

experience

The Clients
11. 2021 – Present
Full-time, Moscow, RU

company Boutique international agency specializing in branding and creativity with extensive expertise in tech/fintech, real estate, fmcg. Leads projects both on the Russian market and around the world. Winner of numerous professional awards, such as Pentawards, Red Dot, EDA, ADCR, Red Apple, Wow Awards.

role Senior brand designer and art director. Development of creative concepts of packaging and corporate style, layout design, putting together presentations, brandbook design, presentation to customers, creation of cases.

- achievements**
- As an art director, he took part in rebranding of the largest fast-food restaurant chain, as well as a popular booking service and a famous real estate developer.
 - Helped win a tender for restyling of a leader in premium real estate development, which contributed to long-term cooperation between the agency and the developer.
 - Gained experience in immersing myself in a project at all stages – from working with strategy to implementing a guidebook and author's supervision.
 - During my time at the agency, I have gained extensive expertise in real estate projects.
 - Made progress in presentation skills and art direction.
 - Organized several workshops for the agency team.

Depot WPF
11. 2020 – 7. 2021
Full-time, Moscow, RU

company The most decorated and internationally recognized Russian branding agency, established in 1998. Acknowledged as a leader, it consistently holds top positions in Russia's creativity rankings and has won numerous prestigious global festivals and professional competitions. The agency boasts a team of 80 talented specialists in branding and design, offering expertise across diverse fields.

role Senior brand designer. Development of creative concepts of corporate style, layout design, putting together presentations, art direction on several tasks, creation of cases.

- achievements**
- Created more than 20 design concepts for different clients, prepared 5 cases for release and simultaneously worked on several large projects.
 - Worked with the strongest professionals in design and strategy, which allowed me to deepen my expertise in brand identity and grow significantly as a specialist.
 - Gained extensive experience working with diverse projects.
 - Learned to work on several projects in parallel with a short deadline.
 - Developed resistance to stressful situations at work.

Getbrand
7. 2017 – 11. 2020
Full-time, Moscow, RU

company The agency with a fifteen-year history. Included in the Top 10 Branding Agencies of Russia. Specializes in packaging design. Winner of professional awards such as Pentawards, Dieline Awards, EPICA.

role Senior brand designer. Development of creative concepts of packaging, layout design, putting together presentations, brandbook design, art direction on several tasks, creation of cases.

- achievements**
- Developed packaging projects for both major international corporations and startups.
 - Created over 100 packaging design concepts during his entire tenure at the agency.
 - Excelled in collaging food zones and layouts of technical information.
 - In addition to packaging design, I was entrusted with projects on developing corporate identity and layouts of guidebooks.

Grand Wine Collection
 11. 2014 – 12. 2016
 Full-time, Lyubertsy, RU

- company** The full-cycle winery Grand Wine Collection specializes in the production of fruit and berry wines. The production cycle includes fermentation, clarification, blending and aging based on high-quality natural raw materials. The range includes more than 40 SKUs, and some have repeatedly won awards at international competitions.
- role** Graphic designer at the production facility. Was involved in everything – from creating labels for new products to point-of-sale materials.
- achievements**
 - Developed packaging materials for wine products.
 - Controlled the quality of print runs in the printing house.
 - Was involved in the visual style of the company on all communication channels: catalogs, design of exhibition stands, etc.

education

One of my main principles in life is to constantly gain new knowledge, grow, and achieve progress. Therefore, education plays a significant role in my biography. And if I need to master a new tool for work, then I will certainly learn it.

- 2016 – 2018 British Higher School of Art & Design
Visual communications
- 2008 – 2013 National Institute of Design
Master's degree, Graphic Designer
- 2003 – 2008 Moscow Academic Art College
Master's degree in Fine Arts

I also studied at various intensive courses on design and typography.

recognition

2024	Red Apple (as part of The Client)	Silver Award	Brand Identity
	Wow Awards (as part of The Clients)	Silver Award	Brand Identity
2023	Wow Awards (as part of The Clients)	Bronse Award	Brand Identity
2020	A'Design Awards	Silver Award	Package Design
	Pentawards	Silver Award	Package Design
	World Brand Design Society Awards	Silver Award	Package Design
	G8 Creative Awards	Winner	Package Design
2019	MUSE Creative Awards	Gold Award	Package Design
	Sreda Festival	Silver Award	Package Design

- printed publications** Favorite Design
 BranD Magazine
 The Package Design Book 2021

My works and articles about me have been repeatedly published in leading professional publications.

worked with

Samolet
 Ostrovok
 Kroshka Kartoshka
 MR Group
 Forma
 Seven Suns Development
 Mechanic
 The Dom
 Erman
 Spar
 GWC