

VIACHESLAV OSIPENKO

GRAPHIC DESIGNER

HANDS-ON DESIGNER • CREATIVE DIRECTOR • TEAM LEADER

SPECIALIZED IN PRINT,
FLUENT IN **EVERY MEDIUM**

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SUMMARY

I've been designing for print for **over 20 years** — long enough to know that what looks right on screen and what holds up in ink are two different things. Most of my work has focused on **editorial design, catalogs, brand identity, and marketing materials** that reach real people in the real world.

Over the years, I've expanded that foundation into **digital media, user interfaces, 3D and motion**. This allows me to design across multiple formats while keeping a clear and consistent visual language.

I'm ready for a **permanent role** in a stable company with something real to communicate: a product, a publication, or a service. A place where thoughtful design can **create real value** for the business.

WHAT I DO

Print & Editorial: Marketing materials, Publication design, Magazines, Catalog systems, Large-format

Brand Identity: Visual systems, Guidelines, Rebranding

Extended range: Web design, UI/UX, Motion graphics, 3D visualization, Presentation

Team & process: Department building, Workflow design, Cross-functional collaboration, Project Management

Tools: Adobe CC · Figma · Affinity · Blender · After Effects · Webflow · Generative AI tools



SELECTED WORK

Lead Design Consultant

INDEPENDENT PRACTICE (2016 – PRESENT) · ^[GLOBAL]

Long-term design partnerships with international clients across print, brand identity, and digital. 200+ projects delivered. Four ongoing corporate relationships with annual design system updates.

Design Strategist

DOG BREEDER PRO (2024) · ^[NL]

Full brand strategy and visual identity for a SaaS platform. User research: personas, journey maps, JTBD framework. UI design built on analytical insights with a focus on conversion and long-term business scaling.

UI/UX Designer

XPEL (2021) · ^[US]

MVP mobile interface for fleet drivers managing complex multi-level data on the road. Designed for usability under demanding real-world conditions — minimal interaction, maximum clarity.

Print Design Director

ABM ELECTRICAL DISTRIBUTORS (2020–2022) · ^[UK]

Annual and seasonal catalog production — 1,000+ items, 2 annual editions, 7 seasonal catalogs. Built an InDesign automation system that saved 120+ production hours per year. Introduced 3D product visualization into the print workflow. Designed 10+ trade show presentations including booth design and collateral.

Print Design Strategist

MIRATEX MEDIA (2016–2018) · ^[ES]

Full redesign of a 100+ page monthly business magazine. 16 consecutive issues produced end-to-end, on schedule. Rebuilt the production workflow — cycle time reduced by 30%.

Lead Designer

ID-CONTENT PUBLISHING HOUSE (2013–2014) · ^[RU]

Built and led a design team of 4. Managed external print vendor relationships and quality control. Brand and print systems for 10+ regional clients.

Publishing Design Leader

WESTPRESS MEDIA GROUP (2008–2013) · ^[RU]

Grew from designer to department head within one year. Led a team of 6 across 4 monthly magazines and 2 weekly newspapers — 1.5M+ combined readership. Grew total circulation by 75% through systematic redesign over five years.

HOW I GOT HERE

Print foundations

I started with real work early: brochures, ads, small print runs. A lot of time in prepress, talking to operators, understanding why things went wrong at the last step. That's where the production discipline came from that still shapes how I approach a project.

Editorial

Working with publishers taught me that a magazine is a system: grids, hierarchies, structures that have to hold across months and contributors. At WestPress I led a team across 6 publications with 1.5M combined readership — grew total circulation by 75% over five years through systematic redesign.

Brand identity

I started building full visual systems rather than individual deliverables. Not just logos, but the logic behind them: how a brand behaves across contexts, who maintains it, and what it needs to survive a change of hands.

Production engineering

At ABM Electrical I built an InDesign scripting system for annual catalogs with 1,000+ items — cutting roughly 120 hours of manual work per year. That project defined what design infrastructure actually means: solving a problem so it doesn't come back.

Into digital

Over the last decade I've extended into web, UX, and motion — not to become a generalist, but because print clients need cross-media consistency. I now speak both languages and can bridge them when a project requires it.

Now

I work as an independent consultant on long-term design partnerships with international clients. I'm ready for a staff role that offers sustained engagement with a single organization and a product I can follow through from concept to shelf.