

Uladzislau (Vlad) Mosin

Senior Brand Designer

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SUMMARY

Senior Brand Designer with 10+ years of experience designing brand identity systems for startups, agencies, and international companies. 150+ branding projects across visual identity, brand systems, packaging, websites, marketing campaigns, and motion design, for clients in the US, the UK, France, Germany, Saudi Arabia, and Eastern Europe. Selected clients: Microsoft, HP, Papa John's, United Colors of Benetton, Caterpillar, Philip Morris International, Royal Canin, A1.

EXPERIENCE

Creative Lead Designer

Jul 2026 – Present

Mushroom Compadres • Lisbon • Contract

- Leading the evolution of the visual identity across digital and physical touchpoints, keeping the brand system cohesive and scalable as the company grows.
- Defining creative direction for marketing campaigns, social media, email communications, packaging, merchandise, and event materials, working closely with marketing and leadership.
- Driving reusable design systems, templates, and brand guidelines that improve efficiency and keep every customer touchpoint consistent.

Senior Brand Designer

Jan 2026 – Jul 2026

- Engineered visual assets for Meta advertising campaigns and Instagram communications, contributing to a 25% uplift in campaign performance metrics.
- Produced 5 reusable email templates that generated 20+ qualified leads; expanded the visual system across digital and physical touchpoints.

Fractional Art Director & Brand Designer

Jan 2016 – Present

Freelance • Worldwide

- Delivered 150+ branding projects for startups, agencies, and international companies across Europe, the UK, and the US.
- Created 30+ brand identity systems, translating business goals into clear, scalable visual identities across digital and print.
- Partnered directly with founders and marketing teams, from brand positioning and concept development through final execution.

Art Director

Oct 2023 – Jan 2026

Themost Studio • Minsk

- Led branding projects from discovery through final delivery, creating 20+ visual identity systems for startups and growing businesses.
- Directed a multidisciplinary team of 5 designers and 3 front-end developers, ensuring consistency across branding, web, and marketing deliverables.
- Built identity systems, websites, and communication assets, balancing art direction with hands-on execution.

Brand Designer & Art Director

Dec 2023 – Dec 2025

Pleias • Paris • Contract

- Built the visual identity from the ground up for an AI DeepTech startup: logo, typography, color palette, and a scalable design system.
- Established brand assets across websites, presentations, social media, and marketing materials for product launches and investor communications.
- AI-directed 3 promotional videos presented at startup events in Los Angeles, Tokyo, and Paris; led the design of three AI-focused landing pages.

Art Director

Sep 2024 – May 2025

Scooply.ai • Riyadh • Contract

- Led the end-to-end design process for a B2B2C AI platform: research, brand strategy, product design, marketing assets, and developer handoff.
- Mentored and coordinated a team of 3 designers, establishing workflows and design reviews across product, brand, and marketing.
- Led an interactive product demo that generated 8 qualified B2B leads; contributed to landing pages, promo videos, and product communications.

Brand Designer

Dec 2023 – Dec 2024

Quokka Films • London • Contract

Created the brand identity and visual system from the ground up for a creative production company. Led a team of three designers while delivering brand guidelines, presentation templates, website design, and marketing assets supporting 10+ film and commercial productions.

Graphic & Motion Designer

Jul 2022 – Jan 2023

Amazy.io • United States • Contract

Developed key visuals and animated assets for Instagram, Telegram, and Twitter for a Web3 and fitness-tech startup and adapted content across formats within the brand's visual system.

Middle Digital Designer

Nov 2021 – Mar 2022

Fistashki Agency • Moscow

Owned digital design projects from concept to delivery across social media and marketing channels. Created key visual concepts, campaign materials, and content systems with marketers, copywriters, and strategists for clients including Papa John's, Benetton, CAT, Philip Morris, VOKA, Botanica Nuts, and Viferon.

Junior Digital Designer

Jul 2020 – Nov 2021

Designed social media content, presentations, and basic motion graphics for Instagram, Facebook, and VK for the same brands.

Junior Graphic & Web Designer

Feb 2019 – Sep 2019

Creacept • Minsk

Designed social media, advertising, and landing page assets within an in-house marketing team.

SKILLS & LANGUAGES

Hard Skills: Brand Identity • Visual Identity Systems • Art Direction • Brand Strategy • Logo Design • Typography • Packaging Design • Brand Guidelines • Editorial Design • Print Design • Marketing Design • Design Systems • Motion Design • AI-assisted Design

Soft Skills: Cross-functional Collaboration • Project Prioritization • Stakeholder Communication • Visual Storytelling • Concept Development • Ownership • Adaptability • Deadline Management

Tools: Figma • Adobe Photoshop • Adobe Illustrator • Adobe After Effects • Asana • Notion • ClickUp • Slack • Klaviyo • Microsoft PowerPoint

Languages: English (Professional Working) • Russian (Native) • Belarusian (Native)

EDUCATION

Domestika – Innovative Branding: Complete Visual Identity

2025

Skillbox – Graphic Design

2021 – 2022

Belarusian Institute of Law – Bachelor's degree, Jurisprudence

2015 – 2019