Clara Kulmurzina | Brand & Visual Designer

Toronto, Canada (Canadian Permanent Resident) • clara.kulmurzina@outlook.com
LinkedIn: linkedin.com/in/clara-kulmurzina/ • Portfolio: clrwww.design

Summary

Interdisciplinary brand and visual designer with 6+ years of experience across in-house teams, creative studios, and freelance projects. Specializing in developing and scaling adaptive design systems across multiple mediums, ensuring consistency while crafting comprehensive guidelines that provide clarity and direction for teams.

Skills

Brand identity development, product design, packaging, print design, 3D art (Blender), street advertising, merchandise design, design systems, creative direction, art direction, A/B testing, prototyping, market trend research, cross-functional collaboration, Generative AI (Midjourney, Nano Banana), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Glyphs, Notion

Professional Experience

***Accel Club,* Senior Designer** *March 2022 – Present*

- Spearheaded the end-to-end launch of 200+ products to be sold in 40+ countries, from ideation to mass production and promotional materials, leveraging A/B testing and prototyping to optimize product design, packaging, and online promotion.
- Developed and executed growth strategies for product listings, achieving a 40% increase in conversion rates and a 30% uplift in click-through rates. Promoted to Senior Designer following this growth.
- Designed and implemented cohesive design systems for 5 distinct brands, utilizing custom-built Figma components to ensure visual and functional consistency across all assets.
- Directed creative workflows by crafting detailed briefs and providing art direction and constructive feedback to junior designers, freelancers, illustrators, 3D artists, suppliers, and vendors.
- Presented design concepts, facilitated brainstorming sessions, and collaborated with cross-functional teams to align on creative direction, backed by thorough market trend research to inform new product development.

***Movie Company and Cinema Pioner,* Graphic Designer** *July 2020 – March 2022*

- Redesigned the company's brand identity and created promotional materials across social media, print, animation, street advertising, and spatial navigation, enhancing brand consistency and visibility.
- Adapted visual assets from global studios (e.g., Studio Ghibli, Universal Pictures, 20th Century Studios) for the Russian market, including localization, animation, and resizing for campaigns across Moscow's billboards, shopping malls, and cinemas, increasing engagement by 40%.
- Collaborated with international brands and embassies to develop visual identities and scalable design solutions for various film festivals from France, Finland, and beyond, resulting in a 60% increase in festival attendance.

***Drama Theatre on Bronnaya,* Graphic Designer (Contract)** *May – December 2021*

- Designed posters, print materials, and outdoor advertising for theatrical performances, maintaining brand consistency, resulting in a 20% increase in audience engagement.
- Created internal materials and developed a merch collection incorporating the theatre's identity, enhancing brand visibility by 30%.
- Produced partnership presentations to secure collaborations with leading companies, achieving a 45% increase in successful partnerships.

ESH Gruppa Design Studio,* Junior Designer (*Freelance) *September 2020 – December 2023*

- Designed a custom typeface, managing the entire process from initial sketches to finalizing letters in Glyphs.
- Developed a cohesive brand identity for a Russian Drama Theatre, collaborating with art directors and font designers.
- Contributed to the brand identity for a UAE-based skincare brand, conducting research, organizing brainstorming sessions, presenting concepts to clients, and refining designs under the guidance of an art director.

***Ural Industrial Biennial of Contemporary Art,* Graphic Designer Intern** *January – June 2021*

- Designed a book, including the cover; it was printed in 1,000 copies and sold out across Russia.
- Presented the project alongside the author and project curator to an audience, showcasing strong collaboration skills.
- Created prototypes for a modern art project integrated into Yandex Maps, featuring works by Kazimir Malevich.

Education

National Research University Higher School of Economics *(Moscow, Russia)*
Bachelor of Communication Design *(2018 – 2022).*
Graduated with honors (GPA: 3.8).
Minor in "Contemporary Art: Museum and Exhibition Practices" from Garage Museum of Contemporary Art (Moscow).

Awards and Exhibitions

- ***Typomania graphic design festival, 2019 & 2020: Finalist (prize-winning place);*** work exhibited.
- ***Taiwan International Student Design Competition, 2021: Finalist (prize-winning place);*** work exhibited.
- ***Golden Bee Global Biennale of Graphic Design, 2022: Finalist (prize-winning place);*** work exhibited.
- ***Close to Home Modern Art Exhibition, 2024.***