



Alexander Cherkasov

Brand Designer & Art Director

I'm an interdisciplinary designer and art director. I specialize in brand identity and packaging design. I have 9+ years of professional experience. I've worked at the top agencies in Russia, where I worked on design projects for both large corporations and small companies.

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- Identity Design
- Corporate Design
- Packaging Design
- Website Design
- Art Direction
- Research
- Lettering
- Presentation

9 years of experience

Experience

The Clients
11. 2021 – 2. 2025
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 Lead Designer and Art Director. Developed creative concepts for brand identity and packaging, designed layouts and brand books, created presentations and presented them to clients, and compiled cases.

- achievements**
- As an art director, I took part in the rebranding of a major fast-food restaurant chain, a popular booking service, and a well-known real estate developer.
 - Helped win a tender for the restyling of a leading premium real estate developer, which led to long-term cooperation between the agency and the client.
 - Gained experience in immersing myself in a project at all stages – from working with strategy to implementing a brand book and overseeing execution.
 - Acquired extensive expertise in real estate branding.
 - Improved 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 Designer. Developed creative concepts for brand identity, designed layouts, created presentations, art directed specific tasks, and compiled cases.

- achievements**
- Created more than 20 design concepts for different clients, prepared 5 case studies for release, and worked on multiple large projects simultaneously.
 - Collaborated 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 on diverse projects.
 - Learned to manage multiple projects in parallel under tight deadlines.
 - Developed resilience to high-pressure work environments.

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 Designer. Developed creative concepts for packaging, designed layouts and brand books, created presentations, and compiled cases.

- achievements**
- Developed and expanded packaging design projects for both major international corporations and startups.
 - Created over 100 packaging design concepts during my tenure at the agency.
 - Excelled in designing food zone compositions and layouts of technical information.
 - In addition to packaging design, I was entrusted with projects on developing corporate identity and brand guidelines.

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. Involved in all aspects of design, 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.
 - Contributed to the company's visual identity across all communication channels, including catalogs and exhibition stand design.

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
Professional Program in Visual Communications
- 2008 – 2013 National Institute of Design
Master's degree, Graphic Designer
- 2003 – 2008 Moscow Academic Art College
Diploma in Fine Arts

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

Recognition

2024	Red Apple (as part of The Clients)	Silver Award	Brand Identity
	Wow Awards (as part of The Clients)	Silver Award	Brand Identity
2023	Wow Awards (as part of The Clients)	Bronze 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