

Graphic designer focused on design systems — typefaces, identities, and poster series built to hold up across contexts, and often across scripts: Latin, Cyrillic, and Armenian in the same system. Comfortable working solo end to end, from concept to production files.

SKILLS

- Software** InDesign · Illustrator · Photoshop · Figma · Glyphs · Blender · Cavalry · After Effects · HTML/CSS
- Practice** Typographic Systems · Multilingual Type Design · Brand Identity Systems · Print Production · Creative Coding (Processing)
- Other** Process Optimization through AI (Claude, ChatGPT, Nano Banana) · English — C1 ([EF SET](#))

SELECTED PROJECTS

Mamy i Papy — Client project — 2025 — [case ↗](#)

- Designed a one-sheet identity for an event at a parties festival, built from glitched-out typographic portraits, extending the system into entry wristbands so the visual language carried through the whole physical experience
- Event drew over 1,000 attendees, carrying the identity from print into a large-scale live audience

Coffee Mini — Client project — 2025 — [case ↗](#)

- Conceived and built the entire brand identity from a blank slate, solo, including signage stretched vertically to match the storefront's own narrow shape — a system that adapts the mark to the space rather than the other way around

Naja Slab Serif — Self-initiated — 2024 — [case ↗](#)

- Designed a slab serif typeface from concept to production files, solo, inspired by lettering found on a turn-of-the-20th-century cigarette pack
- Extended the system across Latin, Cyrillic, and Armenian, resolving structural conflicts between the three scripts' native letterforms while keeping a single consistent voice

Ardica — Self-initiated — 2025 — [case ↗](#)

- Designed a variable typeface where Latin and Cyrillic bend to Armenian letterform logic, not the reverse
- Built variable weight/width axes carrying that logic across all three scripts

Prostor — Startup — 2025 — [case ↗](#)

- Developed a full-scope brand concept for a clothing startup built around loose-cut, functional design meant to convey freedom and openness
- Designed an adaptive grid-based mark from the Cyrillic П (initial of "простор"), plus a commercial photo style from reference imagery and investor-facing visuals — covering brand, image, and pitch materials in one system
- Extended the concept across packaging, website, social media, and store/showroom touchpoints

Hamazgayin Theatre — Poster System — University project — 2026 — [case ↗](#)

- Designed a poster identity system for four theatre productions, built around a single recomposable classical image, giving each production its own poster while keeping a unified visual system across the season

EXPERIENCE

Freelance Graphic Designer 2024 – present

Independent client work in identity and poster design — see Coffee Mini and Mamy i Papy above.

emrestaurant.ru — Design Support (retainer) 2023 – present

Ongoing full-cycle design support for three years: soft rebrand, menus, posters, and site editing.

Formascope.agency — Intern Sep – Nov 2025

Studio-side experience across typography, branding, and design systems projects.

Education

HSE Art and Design School — Diploma expected 2027  
Joint program with the Russian-Armenian University  
Curator: Igor Gurovich

Interests

Linguistics, art history, cultural studies