

Konstantin Iakimov

Brand & Web Designer

Senior Brand & Web Designer with 10+ years of experience creating digital products, websites, and brand experience across fintech, B2B, and B2C sectors. Excellent hands-on skills with experience in team leadership, art direction & project management.

Strong knowledge of marketing graphic design, UI & web design, design systems, responsive web experiences. High-quality visual execution across product, marketing, and brand touchpoints. Combine strategic thinking with hands-on production skills in Figma, Adobe Creative Suite, prototyping, motion, and 3D tools.

Email	Phone/WhatsApp	LinkedIn	Portfolio
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WORK EXPERIENCE

Design Lead | Leverage Shares

Jan 2025 – Jul 2026

- Led design direction and execution across digital products, websites, and marketing campaigns.
- Built and launched 3 design systems comprising 200+ reusable components, establishing consistent standards across products and teams. Developed a strong culture around their adoption and maintenance.
- Led products localization across 7 international markets, ensuring visual and functional consistency.
- Improved collaboration between Design, Product, and Development teams. Reduced development time by improving design workflows, documentation, and handoff processes. Decreased the number of revisions required after design handoff.
- Managed and mentored a team of designers, providing art direction, design feedback, and workflow coordination across multiple concurrent projects. Hired and onboarded 10 design professionals.
- Established shared design standards, processes, and best practices across the team.

Senior Designer | Leverage Shares

Aug 2024 - Jan 2025

- Designed a new product from the ground up, from initial concepts and user flows to final production-ready interfaces.
- Created and implemented a scalable file management and documentation system for the design team.
- Developed scalable visual assets and brand systems across websites, digital advertising, social media, and campaign materials.

Web & Graphic Designer | Leverage Shares

Sep 2023 - Aug 2024

- Created digital campaigns, social content, landing pages, and advertising aligned with marketing goals.
- Led the end-to-end redesign of the company's core digital product.
- Partnered with Marketing and Product teams to deliver consistent visual storytelling across touchpoints.
- Collaborated with developers and conducted design QA to ensure high-quality implementation.

Graphic Designer, Web & UI/UX Designer | Freelance

Jan 2023 - Sep 2023

- Built and launched websites for both B2B and B2C customers, specializing in e-commerce, education, and corporate web presences.
- Provided a full suite of UI design services, brand identity creation, landing page construction, and digital marketing materials for a wide array of industries.
- Utilized a combination of custom-coded solutions and no-code web development to achieve client objectives.

Web & Graphic Designer | Kovrik Design Studio

Aug 2017 - Jan 2023

- Designed visual identities, websites, advertising materials, and marketing communications for commercial clients.
- Developed concepts and visual solutions across digital and print campaigns.
- Produced production-ready catalogs, banners, promotional materials, and other marketing collateral.
- Collaborated directly with clients and internal stakeholders from initial concept through final production.

Graphic & Web Designer | Freelance

May 2015 - Aug 2017

- Delivered branding, websites, landing pages, digital marketing materials, and UI design for B2B and B2C clients across multiple industries.

CORE SKILLS

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|----------------------------|----------------------------|-----------------------------|
| • Branding & Art Direction | • User Flows & Wireframing | • Stakeholder Communication |
| • Responsive Web Design | • Prototyping | • Creative Direction |
| • Graphic Design | • Marketing Design | • Team Leadership |
| • UI/UX Design | • Design Systems | • Design QA |

TOOLS

- | | | |
|--------------|-----------------------|--------------|
| • Figma | • Adobe Photoshop | • Blender 3D |
| • Figma Make | • Adobe Illustrator | • Canva |
| • Claude | • Adobe InDesign | • Spline |
| • Codex | • Adobe After Effects | • Framer |

EDUCATION

Marketing, Communications & Innovations

2022 – 2026

Environmental Design

2017 – 2020

LANGUAGES

- | | | |
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| • English | • Bulgarian | • Russian |
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