MARIA SILKINA

Graphic and Motion Designer

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SUMMARY

Graphic and Motion Designer with 7+ years of experience conceptualizing visual identity, illustration, branding, and animated video content for SaaS products, e-learning platforms, advertising, and global brands (KIA, Mars, McDonald's, Kaspersky, Johnson & Johnson). Combines strong brand and print design expertise with motion design skills (After Effects, 2D character and shape animation) to create marketing visuals, promotional campaigns, and product/feature communication that engage audiences and support business goals.

WORK EXPERIENCE

Graphic and Motion Designer — Labvanced

Jan 2026 – Present

- Produce promo videos showcasing new features of a SaaS research platform, turning complex product functionality into clear, engaging visual content.
- Develop educational/explainer videos on psychology and behavioral research topics, from storyboard to final animation, for the platform's learning content.
- Craft UI-focused motion content and short-form social media animations supporting product marketing.
- Design and animate original characters, blending character and shape animation techniques.
- Contribute web visuals — banners, infographics, and illustrations — maintaining brand consistency across the company website.

Tools: *Illustrator, Photoshop, Figma, Adobe After Effects*

Graphic Designer (Freelance) — Adtech Holding (PropellerAds, Monetag)

Apr 2022 – Jan 2026

- Delivered end-to-end event branding — concept development and execution of large-format print materials, digital banners, and animated social media assets — for corporate events.
- Designed branded merchandise collections (apparel, badges, business cards, stickers, power banks, drinkware, and other promotional items), maintaining brand consistency across all touchpoints.
- Produced infographics and short-form animated banners for marketing campaigns.

Tools: *Illustrator, Photoshop, Figma, Adobe After Effects*

Designer — Ozon *Jul 2021 – Feb 2022*

- Conceptualized and developed key visuals for large-scale promotional marketing campaigns across digital and print channels, reaching an audience of 1M+ on social media.
- Animated TVC packshots, logo animations, and short-form social media banner animations for major promotions.
- Designed and animated original characters for advertising video content.
- Produced large-format banners and print materials for offline events.
- Adapted campaign visuals across multiple formats and channels, including resizes for digital, print, and OOH, in close collaboration with marketing teams.

Tools: *Illustrator, Photoshop, Figma, Adobe After Effects*

Graphic and Motion Designer — Logrus IT *Mar 2019 – Jul 2021*

- Conceptualized and animated e-learning video content (2D character and shape animation) for clients ranging from small SaaS companies to global brands (KIA, Mars, McDonald's, Kaspersky), from storyboard through final delivery.
- Built visual identity systems, banners, POS materials, and branded corporate reports, including layout design in InDesign.
- Designed UI elements, wireframes, and prototypes in Figma for B2B and B2C digital products, collaborating cross-functionally with product teams.
- Mentored junior designers on design and animation best practices.

Tools: *Illustrator, Photoshop, Figma, InDesign, Adobe After Effects*

EDUCATION

Digital Illustration — Scream School, Moscow

Product Design and 3D Motion in Cinema 4D — Wannabelike, Online

Graphic Design — International Design School (IDS), Moscow

Economics, Bachelor's Degree — HSE University (Higher School of Economics), Moscow

SKILLS

Design: Brand identity, illustration, print production, event branding, infographics, UI/UX design, concept development, storyboarding

Motion Design & Animation: Character animation, shape animation, UI animation, explainer video, e-learning animation, packshot animation, 3D animation (Cinema 4D, Redshift)

Software: Illustrator, Photoshop, Figma, InDesign, Adobe After Effects (plus Duik for character rigging, Lottie for UI animation export), Cinema 4D (Redshift)