

Designer Freelance	September 2012 — now Select clients past and present: Chevrolet, Haier, Selfie, FAW Trucks, Beko, Hitachi, Lufian, ManAuto, Isuzu, Rozmetov, Holmuradov Design, Euroimpex, Алгоритмика	Expertise	Visual identity/design systems Brand definition and positioning Experience and environment design Still and moving image art direction Product go-to-market planning Ideation processes Brand and product naming Packaging and print production Editorial design and visual narrative Semiotic analysis & design research Design team planning Pitching and business development Writing and public speaking
Senior Designer, Art Director Dynamic Systems	August 2017 — now Managed the team, developed and adapted corporate identity for retail spaces and stands, created creative concepts for OOH, digital and TV advertising, led the full- cycle design of printed and packaging materials, and developed layouts for promotions and events, working with brands such as Haier, Beko, Hitachi, Vestel, Magna and Biryusa.		
Senior Designer, Art Director Goodzone Trading	August 2017 — February 2023 Managed the design team, developed corporate identity and printed materials, created concepts for outdoor, print and digital advertising, and worked with home appliance brands by adapting materials for retail spaces, designing stores, organizing promotions and participating in store openings.		
Senior Designer AvtoOlam	February 2015 — July 2017 Wrote articles for magazines, handled magazine layout design, conducted photoshoots and organized exhibitions, while also managing the design team and leading the end- to-end development of printed materials (catalogues, leaflets, booklets, banners, presentations, business cards, labels, advertising and packaging layouts), creating creative visual concepts for outdoor, print and digital advertising, and developing and adapting corporate identity for sales offices, exhibition stands and brand systems.		
Senior Designer Avtosankomplekt	October 2013 — July 2017 Managed the design team and led the end-to-end development of printed materials (catalogues, leaflets, booklets, banners, presentations, business cards, labels, advertising and packaging layouts), created creative visual concepts for outdoor, print and digital advertising, developed and adapted corporate identity for sales offices and exhibition stands, and contributed to brand identity development, while working on projects for Chevrolet, MAN Auto, Powertrain Uzbekistan, UzAuto Motors and Isuzu, participating in the organization and execution of presentations and exhibitions, and delivering vehicle presentations including Chevrolet Orlando, Genra and others.		
Designer City Size Design Production	November 2012 — September 2013 Developed creative concepts and layouts for outdoor and digital advertising, managed the production and print preparation of materials (booklets, leaflets), adapted and evolved corporate identities including sales offices and stands, created presentation templates, internal corporate materials and infographics, and adapted campaigns across multiple media, while contributing to projects such as the Golden Cheetah Awards and M&TVA and collaborating with clients including Turon Bank and Uzpromstroybank.		
Education	Bachelor's degree in Museology, Art Criticism Faculty at the Kamoliddin Behzod National Institute of Fine Arts and Design, Tashkent. Class of 2019.		