

# MARIYA VASILEVA

## Senior Brand Designer | Creative Lead

Sofia, Bulgaria | [hello@mariya.design](mailto:hello@mariya.design) | [mariya.design](http://mariya.design) | [linkedin.com/in/mariyadesignstudiohq](https://linkedin.com/in/mariyadesignstudiohq)

### PROFILE

Senior multidisciplinary brand and creative designer with 10+ years of international experience across visual identity systems, websites, digital campaigns, packaging and print. I develop original concepts and carry them through hands-on design, reusable Figma systems and production-ready assets. My experience spans technology, B2B, consumer brands, healthcare and beauty.

### CORE EXPERTISE

Brand Identity Systems · Creative Direction · Art Direction · Brand Evolution · Figma Design Systems · Website & Digital Design · Campaign Creative · Packaging Design · Production Artwork · Typography · Brand Guidelines · 3D & Spatial Design

### EXPERIENCE

#### Founder & Lead Brand Designer | Mariya Design Studio

March 2019 – Present | Remote

- Lead original brand concepts and identity systems through creative direction, design execution, guidelines and applications across digital, print, packaging and physical environments.
- Build reusable Figma systems covering typography, color, hierarchy, imagery, components and templates for websites, campaigns, products and ongoing brand growth.
- Prepare production-ready design assets, including packaging dielines, commercial print files, web handoffs, technical graphics, presentations and campaign materials.
- Coordinate design decisions with founders, marketers, developers and suppliers through written briefs, documented feedback and structured handoffs.

#### Selected projects

**Sports Timing Systems (UK)** — Ongoing B2B technology brand evolution, website design, technical communication and multi-sport product marketing.

**LandSale (US)** — Identity and website design for a digital land marketplace, bridging product, editorial content and marketing.

**Accolad** — B2B recognition and rewards brand spanning premium packaging, digital communication and exhibition design.

**SAE-REN (Singapore)** — Commercially launched beauty brand, with identity, packaging ranges, website and retail applications.

#### Independent Designer | Brand, Advertising & Packaging

September 2008 – June 2022 | Remote; overlapping studio work from 2019

Creative contributions to identity, advertising, packaging, product and spatial design through direct, agency and platform-mediated assignments. International briefs involved Coca-Cola, Unilever, Henkel, Victorinox, Ritter Sport, Royal Canin and others; contributions varied by project.

### INDEPENDENT CREATIVE R&D

Develop Color Systems by Mariya, DCS 654 and the interactive 365 Cultural Color Palettes archive, combining Figma resources, visual research, web-based design and AI-assisted creative development.

### TOOLS

Figma · Adobe Illustrator · Photoshop · InDesign · After Effects · Premiere Pro · Wix Studio · 3ds Max · Blender · Maya · Notion · Google Slides · AI-assisted creative workflows

### EDUCATION & TRAINING

MA, Interior & Exterior Design | National Academy of Art, Sofia, 2014–2016

BA, Graphic & Spatial Design for Advertising | National Academy of Art, Sofia, 2010–2014

Maya 3D Animation Certificate | 2015–2016

### LANGUAGES & WORKING MODEL

English: Full professional proficiency | Bulgarian: Native | Remote, fully asynchronous: written briefs, documented reviews and recorded walkthroughs, all without calls or meetings.