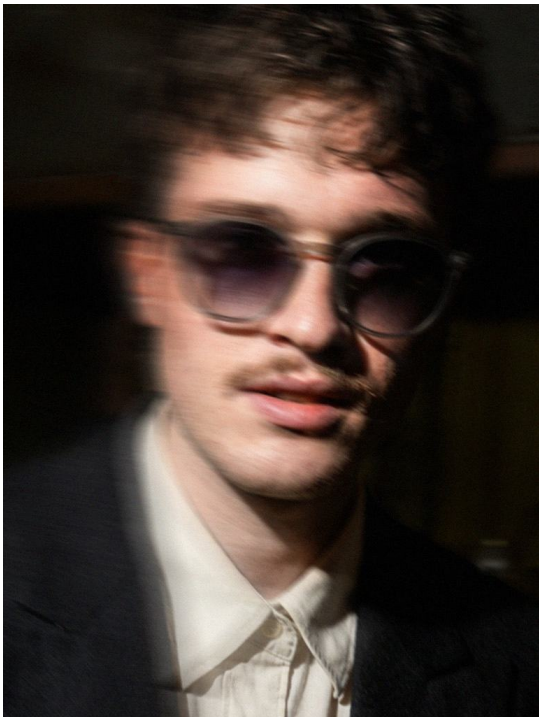




Vladislav Polovinchuk

Graphic designer, generalist
26 years · Saint-Petersburg / Moscow · remote, hybrid
or office in Moscow

EDUCATION

SPbPU, bachelor's degree, marketing
Graphic design courses
Shcholoch School, poster course

CONTACTS

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[01]

ABOUT ME

Graphic designer with six years of experience: brand identity, communication design.

I love working with identity, because it is where a systematic approach meets bright, non-obvious ideas. I am also drawn to experimental typography, to making prints and posters, to generating ideas.

Third year on staff at dispar:d — an online gallery and auction house for contemporary art, where I am responsible for everything from the visual identity to prepress.

Generative tools are a working instrument, not a separate skill: my portfolio holds many examples of it, and the entire object and interior range is built through generation and mockups.

[02]

EXPERIENCE

dispar:d — graphic designer, in-house · 2023 — present
Online gallery and auction house for contemporary art

- Identity refresh: logo, palette, typographic system, packaging, certificates of authenticity, business cards, social media templates
- 23 themed auctions: each with its own situational identity inside the brand system, and its own landing page
- Social media, posters, printed matter, exhibition maps, artwork mockups
- Print-ready artwork, prepress
- The whole visual range generated with neural networks: the works are often physically unavailable to photograph

SkyPro — tutor on the online graphic design course · 2022 — present

VK × Tretyakov Gallery — guest communication designer · 2024
Communication artwork to the VK brandbook, adapted for the project's platforms

Freelance — graphic designer · 2020 — present
11.12 GALLERY, Ailo, Reborn, Haft, NG Beauty, Avgust Coffee, Shock Fitness
Identity, posters, packaging, digital artwork

[03]

TOOLS

Strong: Figma, Adobe Photoshop, Adobe Illustrator
Middle: Tilda, After Effects — poster and logo animation, video mockups, simple editing

neural networks

What I do: objects and key subjects, interiors and environments, mockups, placing real objects into a frame, upscaling, added detail
How: I set the direction with moodboards and references, then finish by hand — retouching, colour, cut-outs, compositing several generations
Tools: Midjourney, Nano Banana, Gemini, Claude

PORTFOLIO

polovecdesign.ru