TATYANA ZAYAKINA

Graphic designer and illustrator

zaakinatatana7@gmail.com t.me/tatyanaart91 behance.net/tatyanaart640b

Professional profile

I'm Tatyana Zayakina, a graphic designer and illustrator. Since 2016, I have been creating packaging, brand identities and visual materials for brands. I combine original illustration with a systematic approach to design.

Experience

Khlebnaya Usadba

Graphic Designer

August 2024 - June 2026

Visual support based on the brand's existing guidelines: packaging, seasonal graphics, vehicle branding, print materials, social media and outdoor advertising. Original illustrations and graphic elements developed from sketches to finished artwork.

Square Root Media

Graphic Designer & Illustrator

2022-2024

Illustration and graphic design for Square Root Media, a US-based digital marketing agency. Visual materials and original artwork for the agency's projects.

Project-based work

Graphic Designer & Illustrator

Since 2016

Packaging and labels, logos and brand identities, illustration, souvenirs and merchandise. Book and magazine layout, prepress artwork preparation and social media graphics.

Selected projects

- Gift packaging concept for Treydberri
- Packaging series for Red Fisher
- Comprehensive design and seasonal branding for Khlebnaya Usadba
- Logos, merchandise and packaging solutions for various brands

Skills

Packaging and label design
Logos and brand identity
Original illustration
Souvenir and merchandise design
3D graphics
Animation
Social media and advertising graphics
Book and magazine layout
Prepress artwork preparation

Tools

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Blender
Figma
AI tools

Selected clients

Nordgold · Kremlina confectionery · Agronom-sad · Khlebnaya Usadba · DOLCHE VITA · COMPLIMENT · Znamensky SGC · Treydberri · Medikal Skul and others.

Education

Higher education in design.