Sasha Korsheniuk (mda, sanek)

Senior Brand Designer / Art Director with 7+ years of experience in branding, visual systems and creative supervision. I work end-to-end — from concept development and art direction to final delivery and client presentations. I've worked with startups, products, funds and large tech companies across FinTech, EdTech and crypto, collaborating with Avito, AGIMA, JetBrains, Manychat, Wildberries, Yandex and Ozon.

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Experience

Art Curator, HSE ART AND DESIGN SCHOOL
2026 Part Time
Lectures, workshops and creation of special projects
with students

Brand Designer, ESH
2024–2026 Part Time
Brand systems, visual concepts and communication design
for Avito Design Team, Fast Foundation, Avito Real Estate
and Avito Travel.

Senior Brand Designer, Xsolla
2024–2025 Full Time
Art direction and brand development for global gaming and
crypto products. Visual systems, iconography and event design.

Event Designer, Mayro
2024–2026 Part Time
Visual concepts and design for large-scale events and
conferences. Yandex, Manychat, Ozon and JetBrains.
Design support for the Yandex office launch in Yerevan

Art Director, AI9 Startup Campus
2024 Full Time
Art direction, visual identity and communication materials for
an international startup campus.

Lead Designer, Embacy
2020–2023 Full Time
Art direction, branding and web projects, concept
development, visual supervision and postproduction.
Design quality control and marketing team coordination.

Senior Packaging Designer, Hadassah Medical
2021–2022 Part Time
Package design and stationery

Product+UI/UX Designer, Imagine
2018–2020 Full Time
Create an online store from scratch, research, testing,
layout development and code development

Chief Editor & Editorial Designer, RSHU
2016–2020 Full Time
Team management, development and printing of the magazine
layouts

Editorial Designer, Hartung
2016–2017 Part Time
Layouts of magazines and catalogues

Freelance
2016–present
Art Direction, Consulting, Branding, Web

Education

HSE ART AND DESIGN SCHOOL
Art Direction, Master Degree
2020–2022

DesignWorkout Offline
2-Day Workshop
2022

DesignWorkout Online
2-Months Course
2021

Polar Academy
Icon Painting, Bachelor Degree
2016–2022

desgraf school
2017–2019
Helped the school of design with posters,
SMM and course program

Educational & Pet Projects

KIS — Design Course for Beginners
Henrik M — Digitize Armenian Typefaces

Awards & Publications

Behance — 27 awards
Awwwards — 20 awards
WBDS — USA — Kinescope — Bronze
WBDS — USA — Cooperative Chyorniy — Bronze
Hiiibrand — China — Kinescope — Bronze
Sreda — Consume Less — Silver
Sreda — Avito Design Team — Bronze
Sreda — YHTYS — Shortlist
DAFES — KIS: Education Course — Shortlist

Exhibitons & Events

Yandex Office Opening, Yerevan
Let's Define: Design Concept at Ailaic
Human Tired at HSE ART GALLERY
Unconscious Art Fest at Balti, SPb

Skills

Art direction and visual concept development. Brand identity and design systems. Typography and layout systems. Creative supervision and design review

Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, AI, FontLab, Blender

HTML, CSS, JavaScript (a little bit)