

Daria Vinokurova

Graphic Designer

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HIGHLIGHTS OF QUALIFICATIONS

- Graphic designer with 9+ years of experience creating user-focused branding, websites, marketing materials, and high-impact presentations for clients in tech, healthcare, and arts industries
- Created EPICA and Intermuseum award-winning digital and print graphics for exhibitions, web, and social, contributing to increased audience engagement and recognition
- Implemented Figma-based collaborative workflows at a healthcare B2B SaaS product company, creating scalable libraries and templates that streamlined repeatable assets and improved cross-team delivery
- Designed 50+ custom illustrations and UI elements for the Astry wellness app, leading to a 4.81/5 user rating by enhancing overall user experience through visual storytelling
- Produced project deliverables for a team portfolio as part of a design team, securing a public tender win in Israel for urban and transportation design solutions
- Designed and launched a website and social media visuals from scratch within a tight 2-week deadline, ensuring the medical clinic's smooth transition to remote operations during the COVID-19 outbreak

Areas of expertise: Branding, Web Design, Editorial Design, UI/UX Design, Social Media Design, Print Design, Exhibition Graphic Design, Digital Illustration, 3D Modeling, Generative AI Tools, AI Workflows

Software: Adobe Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Affinity Suite (Designer, Photo, Publisher), Framer, Procreate, Lottie, DaVinci, Keynote, PowerPoint, Blender

AI tools: LLM (ChatGPT, Claude), Generative AI Tools (Google Gemini, Midjourney, Firefly, Weavy.ai)

PROFESSIONAL EXPERIENCE

Graphic Designer

March 2025 – Present

[Headversity](#), Calgary, AB, Canada

The workplace mental health platform delivering measurable, evidence-based training

- Built and scaled brand systems and templates, delivering UI/UX, in-product visuals, and marketing assets
- Supported a major product release with UI/UX deliverables, illustrations, and branded module content to improve visual consistency
- Helped deliver a company-wide rebrand under tight deadlines, including sub-branding for event series and client initiatives
- Built a scalable Figma brand library and template system, and piloted AI-assisted workflows (including node-based generation), improving workflow efficiency across teams

UI/UX and Marketing Designer

August 2024 – Present

[Flo Health](#), London, UK (Remote, Contract)

#1 downloaded women's health app worldwide, providing menstrual cycle, ovulation, and pregnancy tracking

- Designed web pages, emails, brochures, whitepapers, digital ads, and social media visuals within established guidelines, using Figma, strengthening brand recognition among U.S. health professionals
- Created the visual design for a newly launched healthcare product and its dedicated website, increasing engagement among medical staff and fostering a trusted professional community
- Redesigned a series of landing pages and whitepapers under tight deadlines, improving communication quality and surpassing management expectations in both turnaround time and final deliverables

Illustrator and UI Designer

August 2023 – January 2024

Social Discovery Group ([Astry App](#) project, outsourced by Metalrox Limited), Nicosia, Cyprus (Remote)

Global technology company building apps at the intersection of dating, social, and entertainment

- Created 50+ custom illustrations and UI elements for the Astry app and website, using Figma, Procreate and Adobe Creative Suite (Photoshop, Illustrator), meeting functional requirements and contributing to the successful launch of the application, which has gained a 4.81/5 star rating
- Worked within established design guidelines and developed a unique aesthetic and visual storyline by introducing coherent characters and color palettes through hand-drawn illustrations and UI assets

- Delivered all visual assets promptly and in full compliance with functional file requirements, supporting animation and UI/UX design teams in achieving a seamless workflow and overall quality of the final product

Urban and Transportation UX Designer

April 2022 – Present

[Constantine Kononov Design Team](#), Tel Aviv, Israel (Remote, Project-based)

Professional team specializing in urban and transportation design for cities and public transit projects worldwide

- Designed numerous public transit, transportation and wayfinding projects across Israel, Kazakhstan and Luxembourg, including maps, wayfinding systems, brand identities, illustrations and presentations
- Produced portfolio deliverables, supporting a public tender win in Israel for urban and transportation design
- Developed and implemented the official Tel Aviv Metro project map and the Nes Tziona bus map in collaboration with a team of designers, using Figma and Affinity Suite, significantly enhancing public communication and addressing wayfinding challenges
- Conducted UX design research on urban transportation and developed the first wayfinding system for bus transit in Almaty, Kazakhstan
- Developed a series of custom illustrations and a 3D-printable model for a Luxembourg-based space tech startup, using Adobe and Affinity Creative Suites, AI tools and Blender, helping attract audiences and forge effective collaborations at leading industry exhibits

Lead Graphic Designer

April 2021 — April 2022

[Peredelkino Creative Center](#), Moscow, Russia

A historic writers' village near Moscow, now transformed into a vibrant creative center and residence

- Developed the art center's brand identity: maps, posters, print, social visuals, and merchandise sets.
- Designed and oversaw modular information stands for historical content, event promotion, and on-site wayfinding, using Adobe Creative Suite, in collaboration with a cross-functional creative team.

Lead Graphic Designer

September 2019 – April 2021

[Three Sisters Rehabilitation Clinic](#), Moscow, Russia

Early rehabilitation clinic for patients after strokes, injuries, and surgeries

- Led branding and client-facing materials (social templates, documents, schedules), improving recognition and client experience, using Adobe Creative Suite.
- Designed and launched a website and social visuals in 2 weeks to support the clinic's shift to remote operations (COVID-19).
- Produced presentations and whitepapers for B2B and government initiatives, supporting funding and partnerships; art directed 3 issues of the corporate magazine.

Lead Graphic Designer

June 2016 – August 2019

GULAG History Museum, Moscow, Russia

Museum and center for studying and openly discussing the history of mass repressions in the USSR

- Led the development and oversight of the museum's visual identity, environmental design, and wayfinding system for 2 years — designing and managing the production of branding and marketing materials, exhibition graphics, merchandise, and indoor/outdoor environmental elements
- Designed 9 exhibitions, producing graphics, merchandise, and marketing assets for digital and print
- Created posters, advertising, social media, and print materials for 50+ museum projects, using Adobe Creative Suite, contributing to award-winning initiatives and securing recognition from EPICA 2019 and InterMuseum 2018 through high-quality branding, exhibition graphics, and publication designs

EDUCATION

Master's degree in Management, Finance University, Moscow (WES Evaluated)

Post-Graduate Certificate in Graphic Design, University of Arts London

Post-Graduate Diploma in Graphic Design, Institute of Business and Design, Moscow