

Polina Khayutina

GRAPHIC & VISUAL DESIGNER

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US citizen · Cyprus-based · Open to relocation

Graphic designer, illustrator and multidisciplinary maker with a background in communications and 6+ years of experience. I work across visual identities, editorial design, illustration, physical objects and creative production — and care not only about how something looks, but about what it communicates and how people experience it.

EXPERIENCE

Freelance Graphic & Visual Designer

2020 — now

Identity, packaging, editorial and social media design for cultural projects, startups and consumer brands.

Selected projects:

- **Balu**: identity, mascot and illustrations for a German pet-adoption app
- **Kamchatka**: identity, menus and interior illustration for a burger bar and a restaurant
- **Spring Drink**: packaging and illustrations for a line of sparkling drinks
- **BBF**: vehicle livery for a Cyprus real estate company
- **Pravila Zhizni**: a social media rubric and a collage cover for the digital magazine

Co-founder & Art Director — CHPTR

2025

Independent digital art project

- Co-founded the project and set its visual language
- Created CHPTR#1, a collection of 40 illustrated digital flowers
- Designed the identity, landing page, promo materials and physical merch

Creative Producer — Ornament

2018 — 2020

Independent film magazine · digital & events

- Ran the magazine's Instagram and invented its recurring rubrics; grew it from ~1,000 to 10,000 followers in a year
- Visuals, banners, riddles and short animations for each issue
- Produced three themed film screenings, including a 1,500-seat hall: look-alike cast, film-accurate props and small details guests photographed and talked about

ALSO

Creator, Host & Designer — «O tebe, Moskva»

2019 — 2021

Independent podcast about Moscow

- Concept, guest search, interviews, hosting and editing
- Identity, episode covers, social media and an outdoor ad campaign
- Organised a live recording at Moscow Urban Fest, part of Moscow Urban Forum 2021

Film & event production

- Clapper loader on the feature film «Bezdna» (2020)
- Film screenings and cultural events: organisation, themed props and visual materials
- Handmade props and objects in clay and ceramics (mostly)

EDUCATION

Graphic Design Certificate · Contented School of Design

2022 — 2023

MA, Public Relations & Social Communications · RSUH

2019 — 2021

BA, Advertising & Public Relations · RSUH

2015 — 2019

Additional courses · Higher School of Art Practices: Art History · History of Cinema · Academic Drawing · Academic Painting · History of Jazz

SKILLS & TOOLS

Skills · Visual identity · Packaging · Editorial & layout design · Typography · Illustration · Collage · Animation · Art direction · Concept development · Visual storytelling · Prop making · Spatial design

Tools · Illustrator · Photoshop · InDesign · After Effects · Premiere Pro · Figma · Procreate · Final Cut Pro

LANGUAGES

Russian — native · English — fluent · Italian — basic