Andrei Yurchyk

Lead Graphic Designer · Brand & Creative Direction

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Summary

Lead Graphic Designer with 10 years in brand identity, design systems, advertising and presentation design across CIS, US and Middle East markets. At BARNES Dubai, joined as the first and only designer, built a company-wide design system used by 50+ brokers and paired it with an AI workflow that cut task turnaround by more than 4x. Created 20+ advertising campaigns, including Maison Margiela Residences and Keturah by MAG. Hands-on across print, packaging, photo and video production. Led a team of 4 designers and mentored more than 10.

Professional experience

Lead Graphic Designer — Jan 2025 - Sep 2026

BARNES Dubai, Dubai, UAE

International luxury real estate group founded in Paris, with 150+ agencies in 25 countries.

- Joined as the first and only designer and built the company-wide design system from scratch: brand guidelines, 6 broker presentation templates, 3 CRM templates and 10 social media templates, used by 50+ brokers and later by a three-designer team.
- Paired the design system with an AI-powered workflow and cut task turnaround by more than 4x: a broker presentation went from 1 to 2 days to between 30 minutes and 2 hours.
- Created 20+ advertising campaigns for luxury developments, including projects by Ellington Properties, Maison Margiela Residences, Keturah by MAG and EYWA.
- Reported to the Marketing Director and delivered daily social media banners, presentations, event print and merchandise for brokers and senior management; produced Instagram video with the in-house videographer.
- Designed project pages for Smart Deals Global, a global property search portal, and advised on its UI/UX.
- Cut landing page delivery from weeks to 1 to 2 days.
- Managed print houses and production vendors for event packaging, gift packaging, branded bags and corporate awards for brokers, and trained junior designers on processes, tools and quality standards.

Senior Graphic Designer — Sep 2023 - Jan 2025

NF Group Middle East, Dubai, UAE

Dubai office of NF Group (former Knight Frank Russia), a real estate consultancy; a team of about 15 people.

- Sole designer from almost the launch of the Dubai office, reporting to the Project Manager and Marketing Director.
- Rebuilt the brand for the Dubai market and built its design system from scratch: logo and colour adaptation, new guidelines, presentation and social media templates, Instagram, official documents, event gift packaging and broker portraits.
- Created around 20 advertising campaigns for multi-million-dirham properties; competitors repeated the concept of a Ras Al Khaimah property campaign launched ahead of the casino opening.
- Combined the roles of designer, photographer and videographer, running photo and video production in-house for 10+ projects.

Lead Graphic Designer Mar 2020 - Aug 2023

Belldinni Inc and Belwooddoors, Minsk, Belarus

Sister companies under common ownership: Belldinni, interior doors sold in the US and Canada (30,000+ doors a year), and Belwooddoors, premium doors for European and CIS markets.

- Ran branding for both companies in parallel, working remotely for Belldinni in the US.
- Promoted from Senior to Lead within a year and led a team of 4 designers: two 3D, one graphic and one UI.
- Built the full US visual identity, from advertising and product catalogues to door packaging for both brands, plus outdoor signage in the US and Belarus.
- Launched 4 door collections of 15 to 40 models each and built a launch process that cut the cycle from about a week and a half to a few days.
- Ran 100+ product photo shoots and around 40 videos for both brands, with post-production in-house.

Graphic Designer May 2016 - Mar 2020

TLID, Minsk, Belarus

Coffee and coffee equipment supplier in Belarus.

- As the only designer, built the brand from scratch: logo, style guide, presentation and marketing templates.
- Designed corporate catalogues and brochures, and menus for the company's cafe and restaurant clients.
- Within two years, ran several client projects independently.

Project work

AI Workflows for Design and Production 2026

Own projects built with Claude Code.

- Built two Claude Code knowledge bases that let designers generate presentations and web interfaces from design-system rules: typography, colour, grid, UX, ready-made prompts and a CLAUDE.md template.
- Built an AI workspace for a recruiter to source candidates with Claude Code: custom skills, GDPR and UAE PDPL compliance, and a source check for every fact about a candidate.
- Built a Claude Code skill for fast interior photo retouching: vertical correction, room-by-room colour balance and highlight recovery; used periodically in production work.
- Created Drydock, an AI streetwear brand, and Peckish, a browser game built with Claude Code.

Education

TeachMeSkills, UI/UX Designer course, 2022.

Languages

Russian, English, Belarusian.

Skills

Creative Direction
Art Direction
Brand Identity
Brand Systems
Design Systems
Advertising Campaigns
Presentation Design
Print and Production Management
Vendor Management
Photo and Video Production
Packaging Design
UI/UX Design
Team Leadership
Mentoring
Generative AI
Prompt Engineering
Workflow Automation
Figma
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Lightroom
Microsoft PowerPoint
Canva
Adobe Firefly
Nano Banana Pro
GPT Image
Seedream
Higgsfield
Kling
Veo
Seedance
Runway
Claude
Claude Code
ChatGPT
MCP
Notion