



# Daniil Vidmich

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Saint Petersburg, Russia

## Work experience

### Lead Graphic Designer, [Yandex Music](#)

Oct 2022 – Jan 2024

B2C music streaming platform | Saint Petersburg

- Led communication design for B2A stream “The Artist’s Happiness” and marketing campaigns Yandex Music.
- Revamped Bandlink branding, redefining SMM, newsletters, seeding, events, and presentations.
- Managed Year-End Review (2022–2023): created concepts, designed materials, supervised contractors, and supported the 2023 event launch.
- Developed style guides and communications for major marketing launches, including “My Wave” and releases.

### Co-Founder, Head of Design, [Apt](#)

Mar 2021 – Dec 2021

DatingTech Startup | Moscow

- Launched a dating app connecting users through city events, designed and developed for iOS and Android in 3 months.
- Defined the MVP, created product designs, prototypes, UI Kit, and branding.
- Reached 6K+ MAU in 6 months, with 11K+ profiles (75% women).
- Featured in Inc Russia, SRSLY, and Skillbox articles.
- Recruited a team of developers, a copywriter, and an account manager.

### Senior Graphic Designer, [Badoo](#)

Aug 2020 – Feb 2021

DatingTech App | London

- Collaborated remotely with the international communications design team in the UK, presenting ideas in English.
- Oversaw app communications for the Russian market.
- Designed the website for Badoo Hotline, an educational media project on sexual health, attracting 375K+ unique users in its first two weeks.
- Created the visual concept for Badoo’s first Russian OOH campaign “Be Yourself With Me,” which was approved for implementation.
- Illustrated branded images for media publications.
- Supervised contractors for a series of short animated videos showcasing Badoo’s values.

### Graphic Designer, [Yandex Go](#)

Oct 2019 – Jul 2020

B2C Cab Service | Moscow

- Designed visual communications for drivers within the in-house creative studio MagicCamp.
- Led creative shoots for campaigns like Central Asia Tariff Standards and the launch of Yandex Go.
- Designed landing pages and visual styles for the 2019 year-end report for drivers.
- Developed initial SMM materials for the “Help Nearby” project and prepared print materials, such as stickers and posters for hospitals.

### Junior Web Designer, [Art. Lebedev Studio](#)

Nov 2018 – Sep 2019

The largest design studio in Russia | Moscow

- Assisted senior designers with presentation layouts in InDesign, adapting designs and creating landing pages.
- Participated in the Express Design program, delivering six projects for clients.
- Released my first font, Echelon, and the pattern Through the Looking Glass, both available for purchase on the studio’s website.

## Courses

[Moscow Coding School](#)  
Frontend Development  
Online, 2022

## Tools

Photoshop, Illustrator, Figma, After Effects, Miro, Sketch, InVision, Zeplin, Cinema 4D, Notion, Readymag, Tilda, Sketch, Glyph

## Skills

Graphic Design, Product Design, Web Design, No-code, Motion Design, Typography, UI Kits, Prototyping, 3D animation

## Languages

English (B2)  
Italian (B1)  
Japanese (B2)  
Russian (Native)