

MAYA EROFEEVA

BRAND IDENTITY & WEB DESIGNER

Berlin, Germany

Contact me: Upwork

PROFILE

Multidisciplinary Brand and Web Designer with 4+ years of experience creating visual identities, responsive websites, UI interfaces, packaging, e-commerce visuals, and campaign assets for international clients. Combines strong art direction with practical implementation in Figma, WordPress, and Elementor, managing projects from initial concept and wireframes to final production files and live websites.

PROFESSIONAL EXPERIENCE

BRAND & WEB DESIGNER | Freelance / Upwork

Jul 2025 - Present

- Lead end-to-end brand and web projects for international clients, from discovery and visual direction to polished Figma designs and live WordPress and Elementor websites.
- Design responsive websites, landing pages, UI interfaces, visual identities, packaging, e-commerce content, campaign assets, and presentation systems.
- Build wireframes, high-fidelity interfaces, reusable components, and consistent design systems, then manage feedback, handoff, and implementation.

GRAPHIC DESIGNER | Impact Circles

May 2025 - Jul 2025

- Lead end-to-end brand and web projects for international clients, from discovery and visual direction to polished Figma designs and live WordPress and Elementor websites.
- Design responsive websites, landing pages, UI interfaces, visual identities, packaging, e-commerce content, campaign assets, and presentation systems.
- Build wireframes, high-fidelity interfaces, reusable components, and consistent design systems, then manage feedback, handoff, and implementation.

GRAPHIC DESIGNER | Miamitats

Feb 2024 - Apr 2024

- Created original illustrations and production-ready artwork for temporary tattoo collections, adapting concepts to the brand's visual style and target audience.
- Designed marketplace product cards, retouched product photography, developed packaging layouts, and prepared final artwork for print.

GRAPHIC DESIGNER | La Ruche de l'Emploi

Sep 2023 - Nov 2023

- Designed magazine and communication layouts with clear hierarchy, consistent typography, and production-ready page structures.
- Created custom illustrations, campaign graphics, and merchandise artwork, preparing final files for print and digital use.

GRAPHIC DESIGNER | Moto Burger Cafe

2021 - 2023

- Managed and developed the cafe's visual identity across print, digital, social media, and in-store communication.
- Designed menus, posters, promotional materials, packaging, and campaign assets while maintaining a consistent and recognisable brand style.

EDUCATION

MASTÈRE IN ART DIRECTION & DIGITAL DESIGN

2026 - 2027

STUDI, Paris, France | In progress

BACHELOR'S DEGREE IN ART DIRECTION

2025 - 2026

STUDI, Paris, France

BACHELOR'S DEGREE IN WEB & GRAPHIC DESIGN

2023 - 2025

Doranco, Paris, France

SKILLS & TOOLS

Core expertise: Brand identity, art direction, web design, UI/UX, responsive design, A/B tests, packaging, editorial design, e-commerce visuals, print production, and presentation design

Design software: Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro

Web: WordPress, Elementor, Webflow, Framer, and HTML/CSS

Additional tools: Procreate, Blender, Spline, and Canva

LANGUAGES

French: Native | Russian: Native | English: B2 | German: A2 | Spanish: A2