

Ekaterina Lopushenko

GRAPHIC DESIGNER — BRAND IDENTITY, PRINT, WAYFINDING

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Fourteen years of identity and print, most of it for cultural institutions, festivals and small businesses — and most of it produced. I build systems other people have to run without me: specified tightly enough for someone who wasn't in the room, loose enough to survive a line-up that changes twice before opening.

EXPERIENCE

Career break — parental leave 2024 — now

Relocated to Lisbon. Available now, full-time or freelance.

Volunteer designer — Contemplative Research 2012 — now

Moscow. Identity, a pocket card series, event posters and three books. Fourteen years, unpaid, still running.

Graphic designer — documentary film festivals 2021 — 2024

Shape of Life, Perm (Gorky Film Studio) · World of Wonders, Kaliningrad region

Full identity for four editions — wordmark to tickets, banners, merchandise, web and screens. Commissioned and art-directed three illustrators.

Graphic designer — Rutsog Inv. 2018 — 2022

Moscow · Nikolskaya Plaza and the St. Regis Moscow Nikolskaya

In-house designer on both properties: brand support and print. For Nikolskaya Plaza, the complete bilingual wayfinding system and its fabrication specification.

Graphic designer — Globus Gourmet 2015 — 2018

Moscow · grocery retail chain

Shelf posters to multi-page publications for a premium food retailer, plus web, outdoor, signage and window display.

Independent practice 2012 — 2015

Moscow · restaurants, clinics, foundations, agencies

Identity, menus, catalogues, packaging and campaign print for a dozen regular clients.

Graphic designer — EMCC 2011 — 2012

Moscow · design and communications agency

Restaurant menus, playbills, posters and small-format print.

Earlier 2008 — 2011

Design assistant at *Afisha-Eda* magazine, Moscow (2011). Designer at Zebra advertising group, Khabarovsk (2008—2009) — identity, print and outdoor.

SELECTED PROJECTS

Shape of Life — documentary film festival 2021 — 2023

Three editions, three different visual languages, one wordmark that never moved. Perm, for Gorky Film Studio.

Nikolskaya Plaza — wayfinding 2019 — 2021

Sixty-nine carrier types in six coded families, from a 2.5 m pylon to a 21.5 × 12.3 mm button label. Moscow.

Contemplative Research — foundation identity 2012 — now

Three qualities of practice given three primitives; a card series, posters and books built on them. Moscow.

Vmeste — inclusive children's football 2022

A wordmark in which no two letters share a size, a weight or a baseline — and still reads as one word.

EDUCATION

British Higher School of Art and Design

BA, Graphic Design & Illustration
Moscow, 2009—2011

Bang Bang Education

Brand identity, 2021
Motion design / After Effects, 2022

Sakhalin State University

BA, Management, 2001—2006

LANGUAGES

Russian	Native
English	Working

SKILLS

Brand identity & art direction

Editorial & publication design

Wayfinding and signage
specification

Packaging and merchandise

Pre-press, colour management,
production supervision

Adobe CC (InDesign, Illustrator,
Photoshop, After Effects), Figma

SELECTED CLIENTS

Gorky Film Studio · Shape of Life
Festival · World of Wonders
Festival · Nikolskaya Plaza · St.
Regis Moscow Nikolskaya ·
#tagSport Academy · Globus
Gourmet · Osteria Bianca ·
Foundation for Contemplative
Research · Vverh psychological
centre · London Grill · Tibetan
Medicine Clinic · MW-Light