



Danil Zabelin

Product design • Identity • Communication design

Contacts

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About

Multidisciplinary designer with experience in product and communication design.

I hold a master's degree in Art Direction from HSE University. I've worked at several agencies, creating identities for international tech brands, and in in-house design teams, where I worked on communication and product design.

I love what I do. I mostly work in Figma, know the Adobe suite and model in Blender 3D. Beyond that, I make a lot of art: I have a background in architecture, write electronic music in the evenings and paint.

Experience

Wildberries

May, 2024 — Present

Product / Communication designer

Worked on a platform for open ML and DS competitions, built the Wildberries ML brand, developed the brand's internal and external communications and designed meetups.

TripleTen ex. Practicum by Yandex USA

Aug, 2022 — May, 2024

Communication / Product designer

Together with the art director, developed the identity for the company's new brand and grew its external and internal communications. Created marketing materials and worked on the mobile app.

Embacy

Oct, 2021 — Feb, 2022

Middle Brand designer

Developed brand identities for international tech startups, from research to brand book.

Redin design

Jun, 2021 — Oct, 2023

Junior designer

Supported Procter & Gamble products with design, laid out print materials and digital banners.