vydy.sh | vds.ilya@gmail.com | t.me/vydy_sh



Ilya Vydysh,
Graphic Designer

Senior Lead

Senior designer with 10 years in brand and marketing design. For the past three years I have been evolving the visual identity of Freedom24, a brokerage and investment platform. Before that, I led the in-house agency of the Bookmaker Ratings holding. I build systems, not one-off layouts.

Graphic Design | Art Direction | Fintech | Web3 / Crypto

Figma | Adobe Photoshop | Adobe Illustrator | Blender

FREEDOM Work

Freedom Finance Europe LTD

Brokerage and investment platform (fintech)

Senior Marketing Designer, Aug 2023 – Aug 2026

Built a library of 2,500 template components for routine tasks — a standard layout no longer needs a designer starting from scratch

Evolved the brand's visual identity: campaign key visuals, signature brand elements, and rules for applying them across channels

Set up the print and merchandise production process: layout, prepress, print run, quality acceptance

Prototyped and built landing pages for company launches and projects

Established design team management: workload allocation, prioritization, deadline control, performance review

Streamlined collaboration between designers and internal stakeholders: briefs, revision rounds, sign-off

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changelly Work

Changelly (project-based)

Instant cryptocurrency exchange service

Marketing Designer, Aug 2025 – Aug 2026

Creatives for performance campaigns, social media, email newsletters and landing pages — from the key visual to adaptations for every format

Creative variations for A/B tests: hypothesis, variants, and selection based on test results rather than taste

Worked on offers and copy together with visuals: the layout is built around the message, not the other way round

AI pipeline in production: generating visuals and mockups in Midjourney and Nano Banana, with manual retouching and finishing

Up to 90 creatives a month across 5 campaigns

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РЕЙТИНГ БУКМЕКЕРОВ Work

Bookmaker Ratings

In-house agency of a holding company (betting, media)

Lead Graphic Designer, Dec 2020 – Aug 2023

Developed a tool that replaced the work of three full-time designers
Built and led the design team: hiring, task allocation, deadline control, checklists and working rules
Managed the identity of the holding and its products: corporate style, signature brand elements, guidelines
Built an internal and promotional merchandise system from scratch
Templated emails, social media layouts and ad creatives using Figma components
Prototyped and built landing pages for company projects

LOCAL EXPRESS Website

Local Express

AI-Powered Unified Platform for Food Retailers

Senior Graphic Designer, Nov 2021 – May 2022

Developed the identity from scratch
Built the design team
Set up working and collaboration processes
Templated layouts using Figma components
Worked closely with the CMO and the wider marketing team

R Work

RADUGA

Lighting company

Art Director, Oct 2019 – Dec 2020

Managed a team of 6 designers
Allocated tasks and controlled deadlines
Optimized the design department's workflow
Oversaw brand consistency across all company and brand materials
Created new packaging for new product categories
Prepress and color proofing
Idea creation
Built landing pages
Supported the website
Developed visual concepts for events

THE HUSTLE

The Hustle

Multi-brand store

Art Director, Jun 2016 – Dec 2018

Created advertising banners
Developed and maintained the company's corporate style
Developed and ran social media advertising campaigns