

## ABOUT:

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### **KATYA KAFTANOVA**

**Nationality:** Swiss

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Katya Kaftanova is a Swiss graphic designer based in Geneva. After studying Visual Communication at the Geneva University of Art and Design HEAD, she has gained valuable work experience in Switzerland, Russia and South Africa. Working on commissioned projects for Swiss and international clients, Ms Kaftanova provides graphic design services for print, screen and space. Katya has a vast experience in designing for fields of jewelry, luxe sector, art, culture, architecture and commerce. Besides working with clients on private projects Katya actively engages in education of future designers and artists. She believes that through such programs young creatives can design the next chapter of their lives, with a clear purpose and authentic alignment.

## WORK EXPERIENCE:

- 2019** – present – Creative director, freelance designer, Geneva
- 2017 – 2019** – Art & design faculty member at E5-Portfolio, Geneva
- 2017 – 2018** – Jewelry and graphic designer at Jahan Genève
- 2016** – Graphic design intern in Global Communications and Marketing at VTB Capital, Moscow, Russia
- 2015** – Graphic design intern at Yakhov Chernikhov International Architect Foundation ICIF, Moscow
- 2014** – Internship in Communications and Marketing at Coutts & Co Ltd Bank, Zurich

## EDUCATION:

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- 2019** - present - PGCHE - pedagogical degree in higher education
- 2014 - 2017** – Bachelor of Arts HES-SO in Visual Communication
- 2013** – IPAC design school, Geneva
- 2013** – Ecole Architeria, Geneva (portfolio prep. course)
- 2011 – 2013** - Institut International de Lancy IIL, Geneva, IB bilingual diploma
- 2009 – 2011** - School of Russian permanent mission in Geneva, Russian diploma of secondary education

## WORKSHOPS:

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- 2018 – 2019** – Hosting art & design workshops with at Espace 5 gallery, Geneva
- 2019** - “Fashion no Art”, sustainable fashion workshop at D10 gallery, Geneva
- 2016** – Paleo Music Festival, development of visual identity, Nyon
- 2016** – Chopard creation of marketing advertisement video for new line of luxury watches “Happy Sport”, Geneva

## CLIENTS&PARTNERS:

- Chopard (CH),
- Nasha Gazeta (CH),
- Coutts & Co Ltd. (CH),
- Find Heli (CH),
- GL Asset Management (CH),
- Aero club de Geneve (CH),
- Geo Finance (RUS),
- Eve La Vie (CH),
- E5-Portfolio (CH),
- Vignerons Encaveurs (CH),
- Biogen (CH),
- Burts Paradise (SA),
- L&S Granite (SA),
- Nierra Group (RUS),
- Swiss Time Tea (CH),
- D10 Art Gallery (CH),
- ID Room Gallery (CH),
- Iko Poran (BR),
- NNSC Charity (NE),

## IT SKILLS:

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- ADOBE:** Photoshop, InDesign, Illustrator, AfterEffect, PremierPro, Lightroom,
- OTHER:** Web design, Wordpress, Modul8, Photography, Video production,

## LANGUAGES:

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- ENGLISH** – native
- RUSSIAN** – native
- FRENCH** – fluent

## PAST PROJECTS AND EVENTS:

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ID room Geneva, new web design concept and execution. Set up for a new online store for art works.

Link: <https://www.idroom.ch>

Yoga book “ Mon Yoga Beauté” for Crista Dubois. Illustration and editorial concept.

Visual identity and promotional materials for Find Heli, Kempinsky, Gstaad events

Link: <https://findheli.com>

Booth design, spatial design for Salon de Sante at Palexpo, for non-profit organisation Eve la Vie, concept, construction

Link: <https://www.planetesante.ch/salon/exposants>

Link: <https://www.hospicegeneral.ch/fr/fondation-eve-la-vie>

Booth design, spatial design for Cite des Metiers at Palexpo, concept, construction

Link: <http://www.citedesmetiers.ch>

Editorial design for a bird sanctuary “BURD” in Johannensburg, South Africa

Visual identity and signage design for “Aero Club de Geneve”, signage design for the planes

Link: <https://www.aeroclub-geneve.ch>

Visual identity and web design for Nierra group, architecture & construction, Geneva & Moscow

Link: <https://nierragroup.com>

Corporate illustration, editorial work, signage design for new offices, for Biogen pharmaceutical company, Zurich, Switzerland

Link: <https://www.biogen.ch>

Jewelry exposition stand design and for new Jahan jewelry shop in London

Link: <https://jahan.ch>

Booth design and signage design for Doha International Jewelry show with Al Fardan group

Link: <https://nnsnepal.wordpress.com>

Web design for fundraising for an NNSC orphanage in Kathmandu, Nepal

Link: <https://nnsnepal.wordpress.com>

Editorial design, signage work for “Russia Calling” economical forum with VTB Bank in Moscow.

Link: <https://www.vtbcapital.com/events/2019/moscow/about/>

Exposition design and catalogue design for Yakhov Chernikhov foundation. Architectural exposition in Moscow

Link: <http://www.chernikhovstudio.com/about.html>

Graphic web design work for Iko Poran non-profit organization in Rio de Janeiro,

Link: <https://www.ikoporan.org>

**FROM 2016**