

# Ekaterina Malakhova

## Graphic Designer / Motion Designer (Brand & Social, GenAI)

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## Executive Summary

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Graphic Designer specializing in brand identity, motion, 3D, and GenAI for brand and social channels. Experienced in building consistent visual systems and producing production-ready imagery and short-form video with AI-assisted workflows. Hands-on across concept development, prompt-based style exploration, compositing/retouching, and final delivery using Photoshop and After Effects. Background includes international brand work (Europe and MENA), cultural projects, and in-house design systems.

## Core Skills

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Brand identity & visual systems | Key visuals & campaign assets | Social content design (TikTok, Instagram, LinkedIn) | Motion design & short-form video | 3D design & animation | GenAI-assisted image/video (image-to-image, image-to-video) | Retouching, compositing, asset finalization | Template and layout systems

## Professional Experience

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**Malta Selective Agency** — Remote 2023 - Present  
*Content Creator / Graphic Designer*

### Responsibilities

- Create branding visuals, 3D animations, and short-form social content for international brands across Europe and MENA.
- Produce AI-assisted visual content and motion assets for social media and brand communications.
- Adapt creative output for TikTok, Instagram, and LinkedIn while maintaining consistent brand language.
- Collaborate with remote teams using Figma and Adobe Creative Cloud to align on layout, assets, and delivery requirements.

### Key Achievements

- Established repeatable production workflows combining GenAI exploration with post-production (compositing/retouching) for delivery-ready assets.

**NORMAALI** — Finland, Russia, Sweden, Czech Republic, Estonia 2017 - Present  
*Graphic & Motion Designer*

### Responsibilities

- Produce annual promotional packages for corporate partners, from concept development through design, animation, and final exports.
- Create digital and animated visuals for email marketing and brand storytelling.

### Key Achievements

- Calendar design (2017) received the A'Design Award (Iron).

**BENUA 1890** — Saint Petersburg, Russia 2019 - 2021  
*Visual Designer (Cultural Projects)*

### Responsibilities

- Developed visual identity for five major art exhibitions.
- Produced narrative-led campaign materials including posters, teasers, and animated banners.

### Key Achievements

- Contributed to audience growth on Instagram from 1,000 to 3,800 followers through consistent campaign visuals and social assets.

**Saint Petersburg Electrotechnical University (ETU)** 2018 - 2019  
*In-house Graphic Designer*

### Responsibilities

- Designed a full brand identity for the university, including logo, brand book, and merchandise.
- Built layout systems and design templates to support day-to-day communications and campaign needs.

### Key Achievements

- Developed templates and layout systems that are still used by internal teams.

## **Education and Certifications**

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Saint Petersburg State Academy of Art / Stieglitz (SPbGHPA) — MA / Specialist Degree, Graphic Design (2004).

Sotheby's Institute of Art, London — Short course (2018).

## **Awards**

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A'Design Award & Competition (Iron) — Calendar Design (2017).

## **Selected Exhibitions & Speaking Engagements**

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Circle 2023 — Czong Institute for Contemporary Art (CICA), Samdo-ro, Korea (2023).

Public talk — FORM English School, Tbilisi (2024).

Creative Women Forum — Riyadh, Saudi Arabia (2025).

## **Tools**

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Photoshop | After Effects | Cinema 4D | Figma | Adobe Creative Cloud | Kling | Google Veo | image-to-image and image-to-video tools