

Rinat Seif

Brand & Graphic Designer · AI-driven

10+ years in brand design · Avito · ivi · MY.GAMES · Based in Belgrade, Serbia

CONTACT

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SKILLS

Brand & Identity Design
Visual Systems
Communication Design
Art Direction
Typography & Composition
Concepting
Figma / Adobe CC

AI TOOLS

Midjourney · Recraft
Runway · Luma Labs
Claude · ChatGPT

PROJECTS

Design Warm-ups
designwarmups.com —
community of 3,000+ designers

AI Journal
rinoseif.com — AI experiments

Portfolio
seifrinat.com — brand cases and
AI projects

EDUCATION

BHSAD
Digital Product Design · 2021

B&D Institute
Communication Design · 2018

EXPERIENCE

Studio 9:30 2025 — present
Independent · Brand & AI Designer

- AI-generated key art for ivi original series, running on the platform's homepage
- AI portrait set for SOFTSWISS — a globally distributed team in one consistent visual style, where a real photo shoot wasn't possible
- Visual research and concepting for Nebius — exploring metaphors for a new illustration system
- Founder of Design Warm-ups — a 3,000-member designer community where industry leads bring real briefs

Avito 2025
Art Director · Brand Designer

- Art direction across three business units — Auto, Real Estate and Marketing
- Refreshed Avito's core illustration system, reworking the animal characters with AI
- Rebuilt the logo for the Khvatamba marketing campaign using generative tools

ivi 2022 — 2024
Art Director · Brand Designer · Streaming service

- Part of ivi's first rebrand in 12 years — new logo, tone of voice, fully updated visual language
- The team developed a custom typeface for the new identity — 3 styles, 362 glyphs, 100+ languages
- Introduced AI inside the branding team — trained the team and shipped the first production tasks made with it
- Rebuilt the Figma workflow and ran design warm-ups for the team

MY.GAMES 2020 — 2022
Lead Designer · Brand Designer

- Brand identity and communication design across marketing, HR and product
- Landing pages, merchandise and executive presentations
- Consolidated scattered branding files into a single design system