

MARGARITA MARSHEVA

PROFILE

I am a Creative Lead and multidisciplinary designer working across brand identity, product design, and visual storytelling. Trained in architecture at The Bartlett, UCL, I bring a systems-led and spatial approach to branding, digital products, and visual communication. With experience across advertising, fintech, and exhibition design in London, Moscow, and the US, I specialise in translating complex ideas into clear, considered design systems. I'm particularly interested in work that sits at the intersection of strategy, innovation, and craft, where design can shape both meaning and experience.

CREATIVE LEAD & DESIGNER

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- STUDIOBYMARGO@GMAIL.COM
- STUDIOBYMARGO.COM

EDUCATION

BSc Architecture,
The Bartlett
University College London
2014 – 2018

SKILLS

- Visual Identity Systems
- Art Direction
- Editorial & Campaign Design
- UX Website Design and wireframing
- Cross-Functional Leadership
- Exhibition Design
- Presentation Design
- Motion / Video direction
- Art History
- Hand drawing

LANGUAGES

- English
- Russian
- Spanish (Pre-Intermediate)

EXPERIENCE

Creative Lead / Museum Exhibition Designer (Project won through competitive proposal)

Town of Atherton, San Francisco Bay Area, USA

Freelance

2025 – Present

- Designed a series of large-scale exhibition panels and interpretive displays for the Atherton Train Museum, won through competitive proposal.
- Transformed historical railway station archives into a cohesive public-facing visual narrative, combining period photography with contemporary exhibition design.

Lead Digital Marketing Designer

Globacap (Acquired by Apex Group), London, UK

Full Time

2021 – 2024

- Owned Globacap's visual identity across all marketing channels, developing brand guidelines and a scalable asset library used across digital campaigns and product communications.
- Created investor-facing materials including LinkedIn and Google ad campaigns, email communications, and pitch presentations — translating complex fintech concepts into clear, accessible design.
- Directed external creative and web development partners, overseeing video production, website updates, and design delivery.
- Supported the company's brand evolution through a period of rapid growth, ahead of its acquisition by Apex Group.

Creative Lead – Globacap Product Collaboration

Cboe Global Markets, USA

2023 – 2024

- Established the visual identity from zero brief for a new financial product developed in partnership between Globacap and Cboe Global Markets – one of the world's largest derivatives exchanges.

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DESIGN SOFTWARE

- Indesign
- Illustrator
- Photoshop
- After Effects
- Word
- PowerPoint

- Figma
- Framer
- Canva

- AutoCAD
- Rhino
- Cinema 4D
- Vray
- Sketchup
- Keyshot

ART & ILLUSTRATION



Short Courses
Royal Academy of Arts, 2026

PORTFOLIO

Creative Lead – Globacap Product Collaboration (continued)

Cboe Global Markets, USA

- Designed the full brand system including logo, colour palette, and brand language calibrated for institutional financial audiences.
- Defined UX/UI direction for the product website, establishing a credible and launch-ready digital presence.
- Managed design delivery end-to-end: briefing and coordinating an external web development agency through to final implementation.

3D Visualiser / Graphic Designer

Freelance

2020 – 2021

- Produced 3D architectural models and photorealistic renders (V-Ray, Keyshot) for client proposals and architectural presentations.
- Designed brand identities, logos, and graphic assets for small businesses; created presentation and marketing layouts in the Adobe suite.
- Completed commissioned illustrations and artworks for independent clients (eg. Futur.io Berlin).

Designer

McCann Worldwide, Moscow, Russia

Part time

2019–2020

- Contributed to digital marketing and advertising campaigns for global consumer brands within McCann Worldgroup's creative team.
- Designed campaign visuals and packaging-adjacent assets for brands including L'Oréal and Friskies, working to strict brand guidelines.
- Developed visual assets for client pitch presentations and creative proposals for Friskies and Ural Airlines collaboration campaign.

Architect

A.Palomino Arquitectos

Full time

2018 – 2019

- Contributed to residential luxury villa projects, supporting concept development, spatial planning, site visits and technical drafting.
- Produced 3D models, visualisations, drawings and presentation materials to communicate design proposals to clients and stakeholders.