Mariya Vasileva

Senior Brand Designer | Identity, packaging and digital

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Profile

Senior brand designer with eleven years of client work across identity, packaging, print and digital. I take a brand from first direction to production-ready files, and clients have kept me on for two to seven years as their ranges grew. I use AI tools in production and build Figma systems that teams can run themselves. I am looking for a senior or lead brand design role, remote or in Sofia.

Experience

Independent Brand Designer, Mariya Design

Sofia, remote | 2015-present

Direct work with founders and brand groups in Europe, North America and Singapore.

SAE-REN and Beautique

Singapore | 2024-2026

Lead designer for two beauty brands under one owner. For SAE-REN: identity, skincare and makeup packaging, a 19-page responsive website design and 50+ pages of guidelines, with production detail for external vendors. The brand opened a second location within six months. For Beautique: campaign, landing-page and retail design.

Sports Timing Systems

UK | 2019-present

Rebrand and website design in 2019-2020, a brand evolution in 2024 and sport-specific pages in 2025-2026, with marketing and technical design throughout.

Accolad

Montreal, Canada | 2023-2025

Two years with the founder of a B2B recognition platform. Brand development, a gift interface for desktop, tablet and mobile, packaging with dielines and production artwork, a sales eBook and a bilingual card product.

Strike Nutrition

UK and USA | 2023-2025

One packaging range across cylindrical packs, sachets and a sampler carton, extended over three years, with print artwork.

Horizons Asset Management

USA | 2023-2026

Identities for residential properties, later developments and a signage maintenance guide.

Experience, continued

CRACAO

Canada | 2019-2020

Identity, three produced cartons sold in shops, website design and a 58-page brand book.

Also: VKA (Singapore), Tame Nutrition (UK), Smile Rooms (UK), LandSale (UK), Dr. Emily Wheeler (USA), Quatro Gymnastics (UK, EU and USA).

Other experience

Campaign Coordinator, city-wide campaign

Sofia | 2023, three months

Coordinated a city-wide campaign for an organization under NDA. Team leaders reported to me. I designed the daily reporting system, measured performance and improved the workflow.

Concept Designer, innovation projects through Jovoto

Selected projects | 2015-2022

Developed concepts for international brand briefs through Jovoto, including Henkel, Coca-Cola and Ritter Sport. Work included paid, invitation-only projects and concepts receiving client and jury recognition.

Skills

Brand identity: Logo and mark systems, color, typography and guidelines.

Packaging: Labels, cartons and ranges; dielines and print-ready artwork to supplier specifications.

Digital: Website and interface design in Figma, with components, variables and prototypes.

Editorial and print: Catalogs, brand books and sales publications.

3D: Product visualization before anything is printed.

AI-assisted production: ChatGPT, Claude, Gemini, Midjourney and Leonardo for image and video, alongside the AI features in Figma and Adobe.

Tools

Figma | Illustrator | Photoshop | InDesign | 3ds Max | After Effects | Premiere Pro

How I work

Written first and well documented. Comfortable presenting my work, joining reviews, and working with strategists, developers and suppliers.

Education

MA Interior and Exterior Design | 2016
BA Advertising Design | 2014
National Academy of Art, Sofia

Recognition

Victorinox Classic Limited Edition 2021: "Dynamic Floral" design, chosen by public vote and produced.

Languages

Bulgarian (native) | English (professional)