

PORTFOLIO

IDEA.

DESIGN.

REALIZATION.

Victoria Novikov





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Multidisciplinary Designer

Brand Identity • Web Design • Presentations • AI Visuals

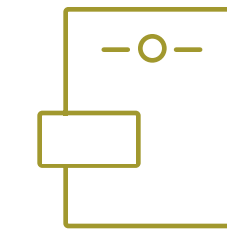
About

Multidisciplinary designer with over 25 years of experience in branding, web design, and visual communication.

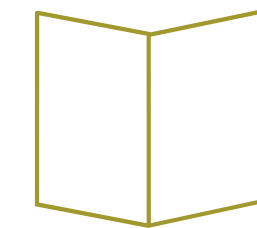
I create visual solutions for businesses — from brand identity and websites to presentations, print materials, and digital content.

I combine design, strategy, and technology to help ideas become clear, effective, and engaging communication solutions.

Areas of Expertise



Brand Identity



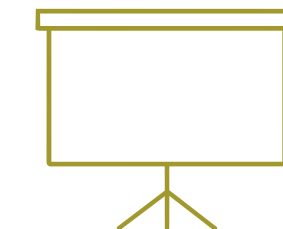
Print Design



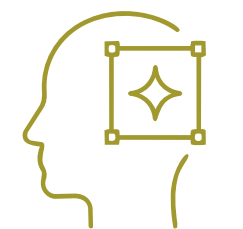
Web Design



UX/UI Design



Presentation Design



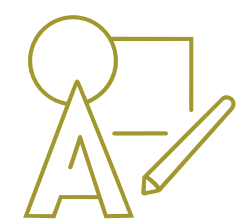
AI Visuals



Social Media Design



Motion Design



Art Direction

Israel

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Premium Wine Brand

Valery Zaharin — Wines with a Crimean Character

Visual Communication for a Wine Brand

A comprehensive visual communication system designed to express the identity, atmosphere, and distinctive character of the brand.

The scope of work included presentation design, catalogs, event materials, digital content, motion graphics, and promotional print materials across various product lines and brand initiatives.



ВАЛЕРИЙ ЗАХАРЬИН

осн. 1994



Premium Wine Brand

Valery Zaharin — Wines with a Crimean Character

Presentation Design

Design of presentations for wine collections, over 35 product lines, gastronomic events, and brand partnership projects.

From content structure and visual storytelling to atmosphere and brand consistency, each presentation was created to communicate the unique character of the brand.



Premium Wine Brand

Valery Zaharin — Wines with a Crimean Character

Wine Lists & Catalogs

Creation of catalogs, wine lists, and printed brand materials designed to express the identity of the brand and elevate the customer experience.

Each piece combines thoughtful structure, refined typography, and attention to detail to create a cohesive and premium visual presentation.



Premium Wine Brand

Valery Zaharin — Wines with a Crimean Character



Branding & Environmental Graphics

A comprehensive visual system designed for physical brand environments, including outdoor advertising, vehicle graphics, retail displays, POS materials, and promotional installations.

The project focused on creating consistent brand experiences across multiple touch-points, balancing visibility, functionality, and visual impact at every scale.



Premium Wine Brand

Valery Zaharin — Wines with a Crimean Character

Seasonal Campaigns & Promotional Communication

Development of visual campaigns for seasonal promotions, special events, and brand initiatives that keep the brand relevant, engaging, and emotionally connected with its audience throughout the year.



Premium Wine Brand

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Exhibition Design & Opening Invitations Museum of Wine History, Kerch

Creation of a visual concept for the museum environment, including exhibition panels, informational graphics, and invitation materials for the official opening of the Museum of Wine History in Kerch.

Drawing inspiration from the history of the region, local winemaking traditions, and the cultural heritage of the Bosporan Kingdom, the project translates historical narratives into a cohesive visual experience.

PROJECT:
Museum of Wine History, Kerch

SERVICES:
Exhibition Concept
Information Design
Opening Invitation Design

YEAR:
2026

DELIVERABLES:
Print Design, Environmental Graphics



Premium Wine Brand

Valery Zaharin — Wines with a Crimean Character

Motion Design & Promotional Video

Creation of promotional videos, motion graphics, and animated content for presentations, exhibitions, and digital brand communications.

The project focused on visual storytelling, rhythm, atmosphere, typography, and the dynamic presentation of the brand and its products.

PROJECT:

Promotional Video for the Brand "Valery Zaharin"

FORMAT:

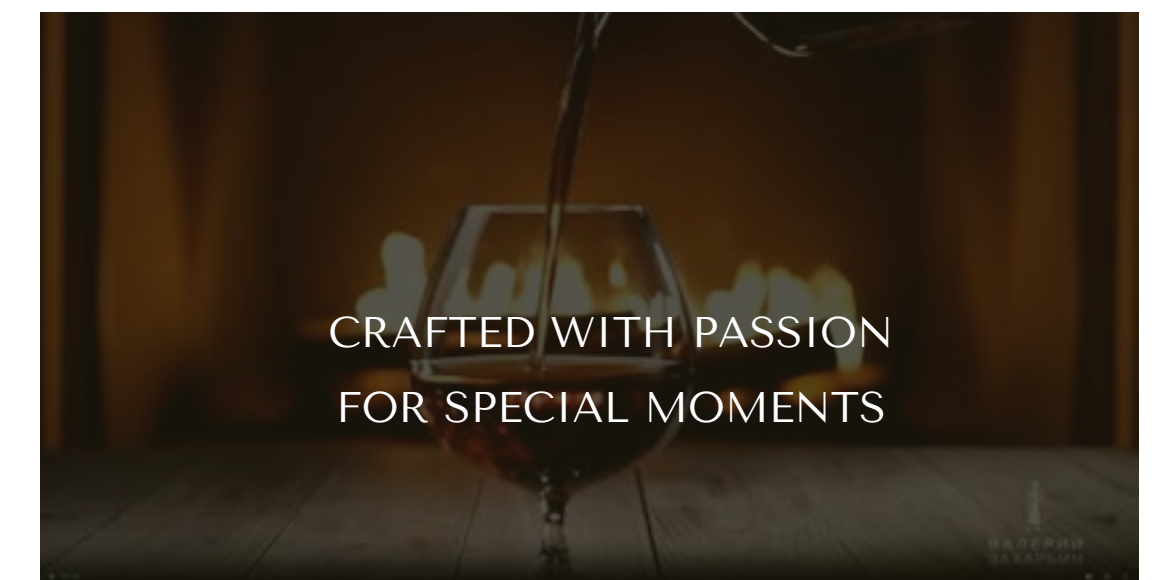
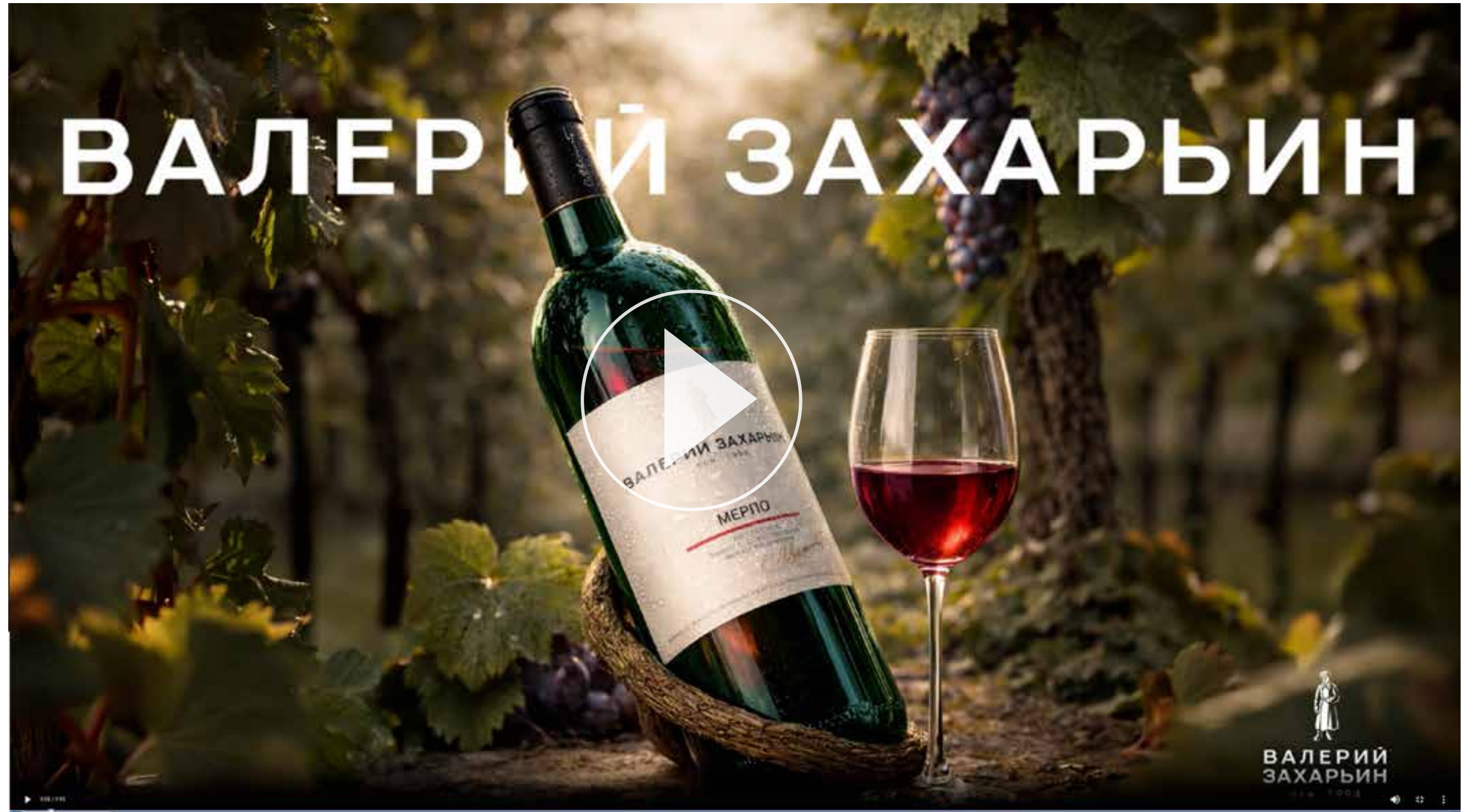
Promo Video / Full HD

DURATION:

03:06

ROLE:

Concept Development, Scriptwriting, Art Direction, Video Editing, Motion Graphics



Gilboa Dog Shelter

Non-Profit Organization. Rescue, Rehabilitation & Rehoming of Fighting Breed Dogs.

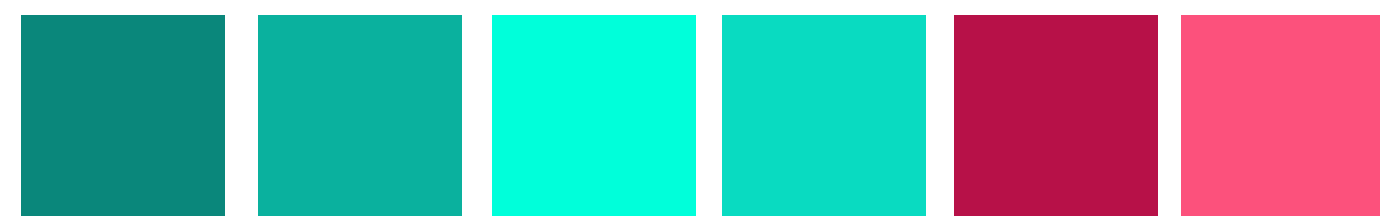
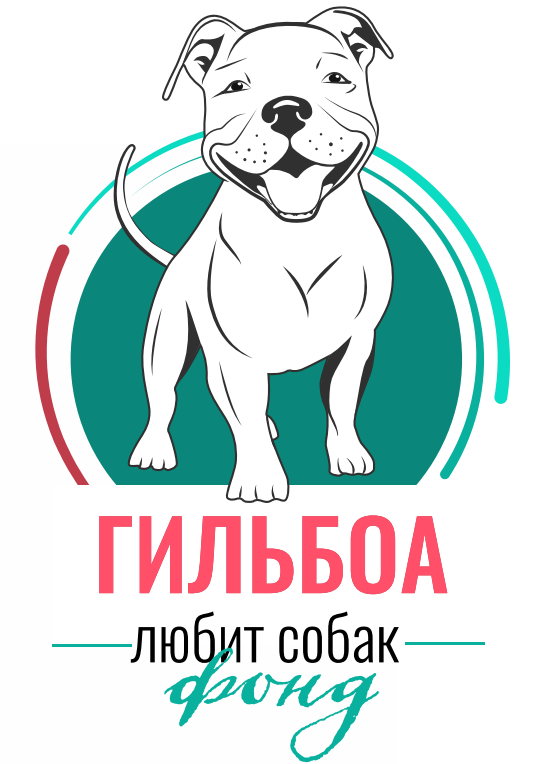
Visual Communication

The goal of the project was to help people see fighting breed dogs differently — through a visual language built on trust, care, and human connection.

Gilboa is a place where dogs are given a second chance — to recover, socialize, and learn to trust people again.

The project included:

- Brand Identity & Visual System —
- Social Media Design —
- Donation Landing Page —
- Outdoor & Print Advertising —
- Sponsor and Supporter Communications —



Gilboa Dog Shelter

Non-Profit Organization. Rescue, Rehabilitation & Rehoming of Fighting Breed Dogs.

Brand Identity

Development of a visual identity for the Gilboa shelter, including adoption materials, merchandise, branded documents, and fundraising assets.

The visual system was built on the contrast between strength and care, helping to change perceptions of fighting breed dogs and reveal their true nature — loyalty, trust, and love for people.



Gilboa Dog Shelter

Non-Profit Organization. Rescue, Rehabilitation & Rehoming of Fighting Breed Dogs.

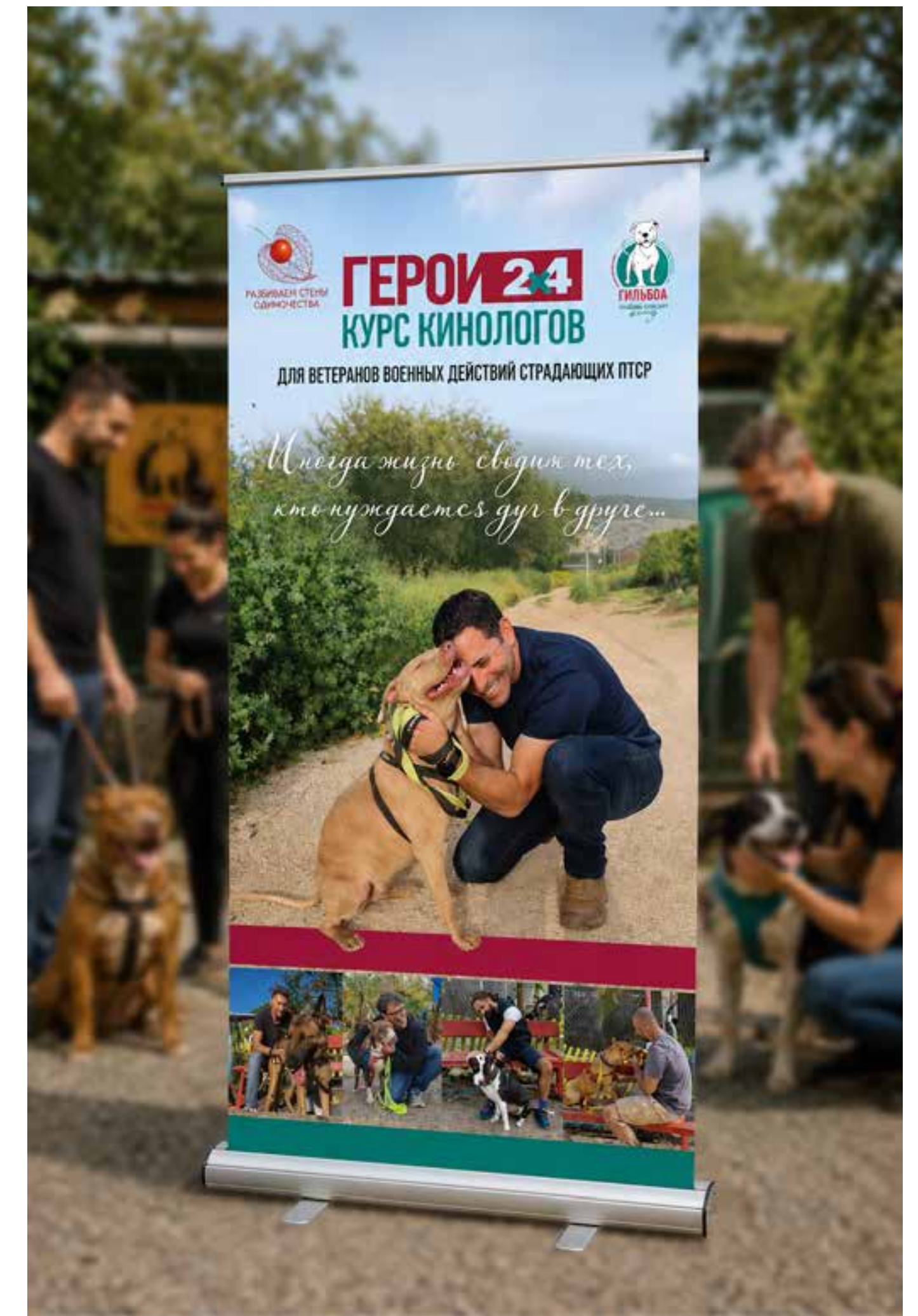
HEROES 2x4

A free canine training program for military veterans created in partnership with the Gilboa Shelter and a veterans support organization.

The program brings together people and dogs who have both experienced trauma and are learning to trust again.

Working alongside professional trainers, veterans learn canine handling skills, help dogs socialize, and take part in a shared journey of recovery.

For many participants, this bond becomes the beginning of a new chapter — and often leads to giving a rescue dog a permanent home.



Gilboa Dog Shelter

Non-Profit Organization. Rescue, Rehabilitation & Rehoming of Fighting Breed Dogs.

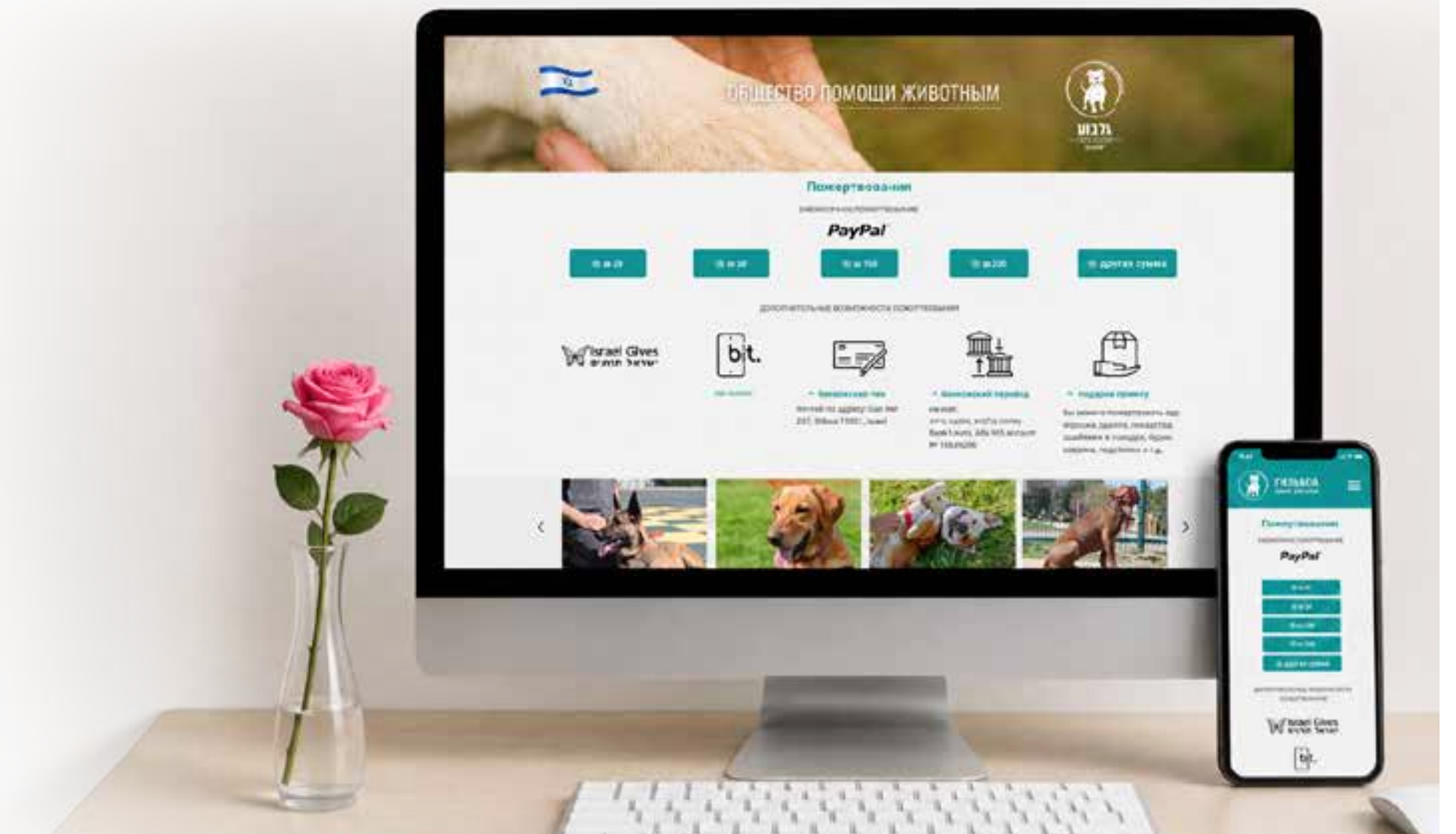
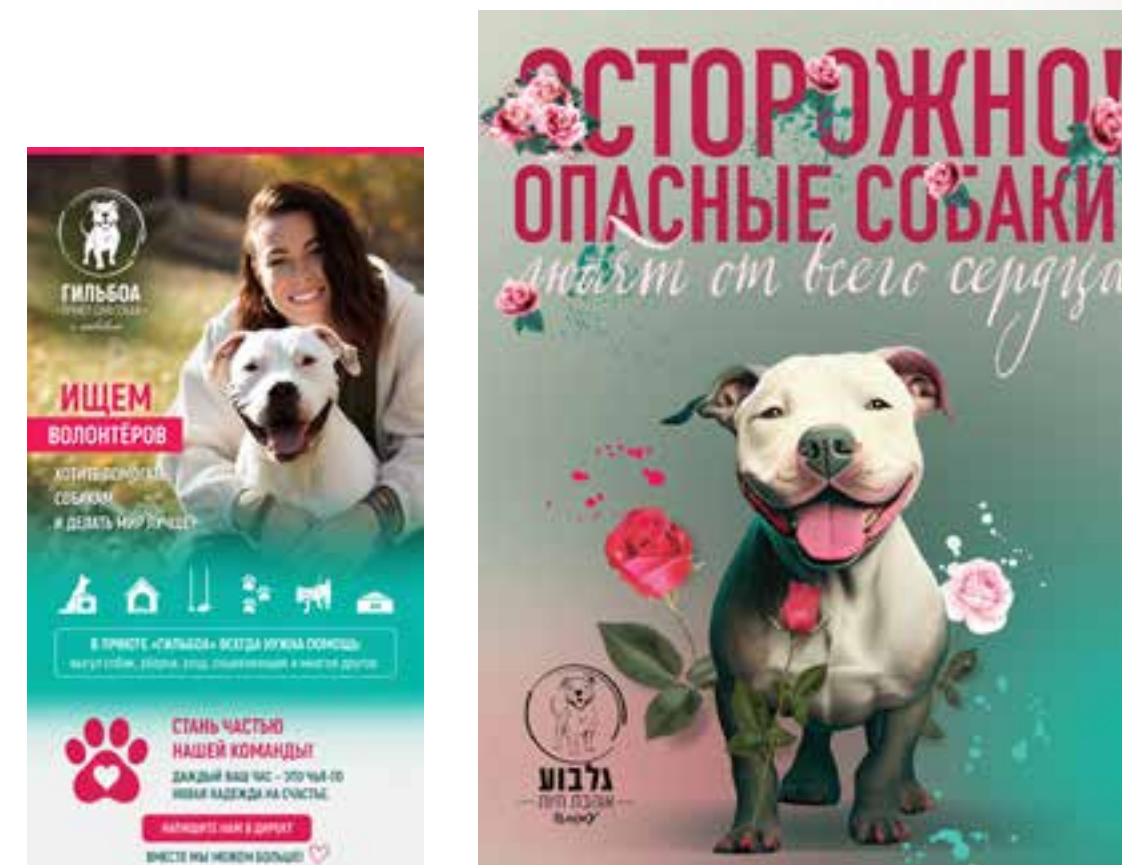
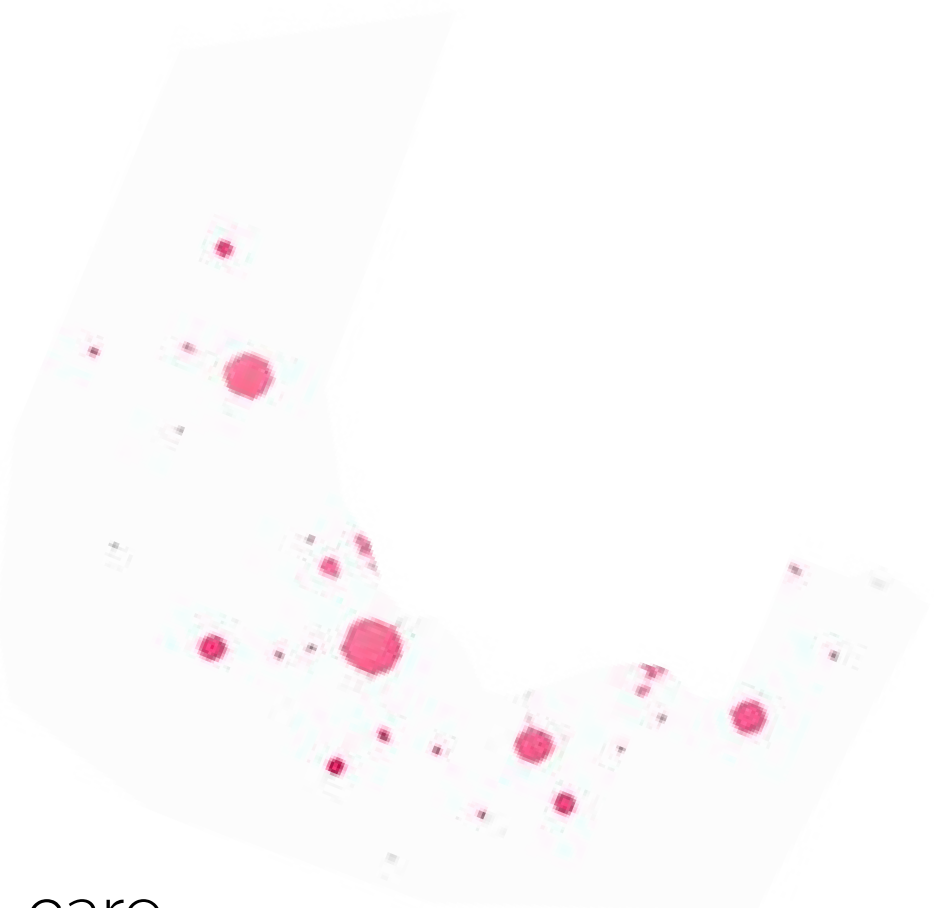
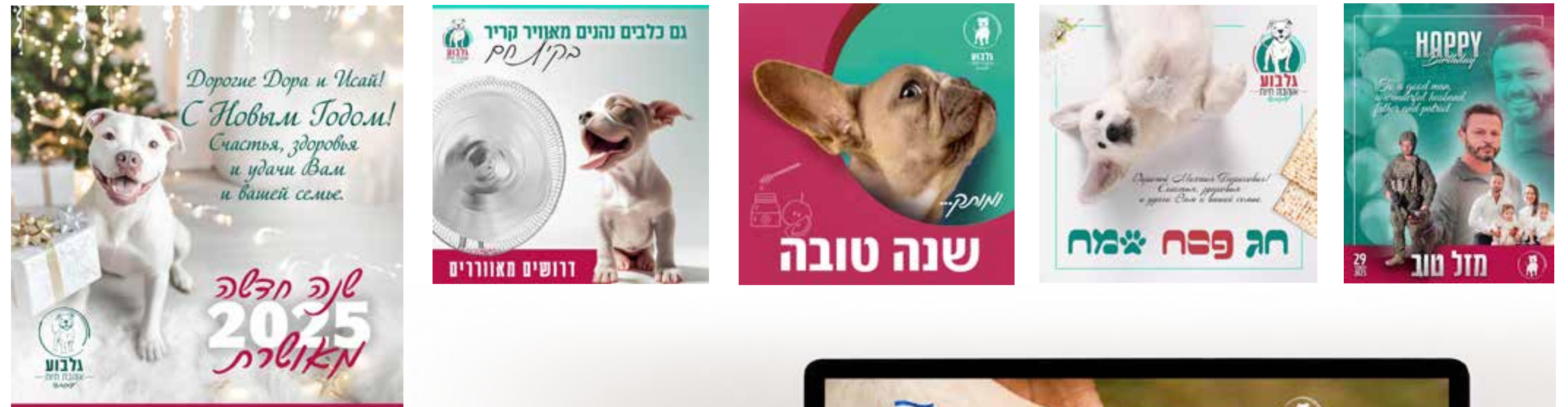


Social Media & Community Engagement

Creation of visual materials for the shelter's daily communication, including adoption events, volunteer recruitment, fundraising campaigns, and sponsor appreciation initiatives.

A donation website was also developed to support the shelter's mission and help people connect with the project.

The goal was to build an active community around the shelter and maintain a meaningful connection with supporters, volunteers, and adopters.



Real Estate & Construction

Visual Communication for Real Estate Projects

Creating visual tools that help people discover, understand, and trust new developments.

Working with developers, residential communities, and property brands.

Projects included social media content, video production, websites, landing pages, outdoor advertising, and promotional materials.

The goal was to present each project clearly, attract attention, and build trust.

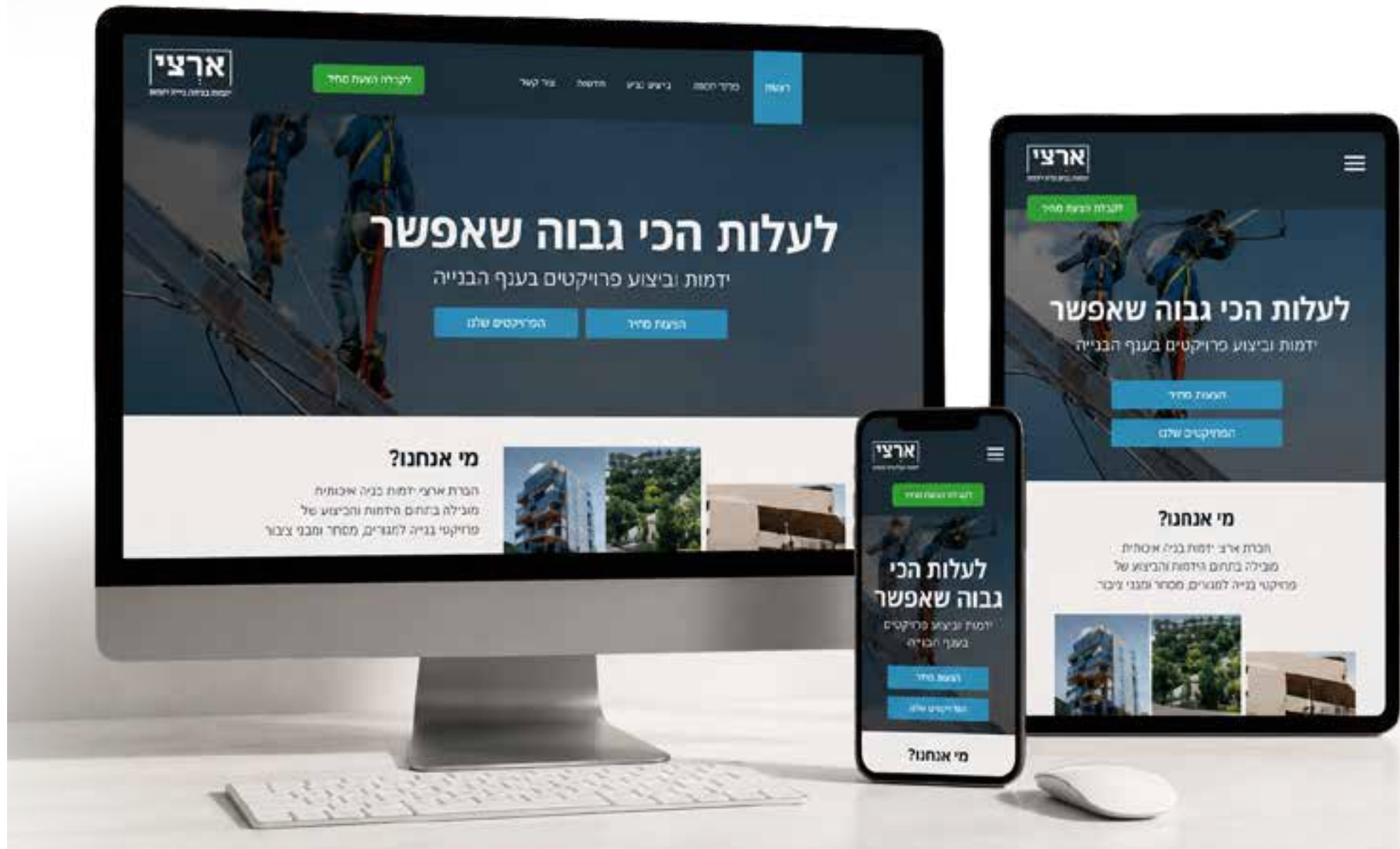


Real Estate & Construction

Visual Communication for Real Estate Projects

Artzi – Construction, Maintenance & Work at Height

Creation of a complete visual identity for a company specializing in construction, maintenance, and work at height. The project included logo design, branding, website development, social media content, advertising materials, and branded print assets, creating a consistent image across all communication channels.



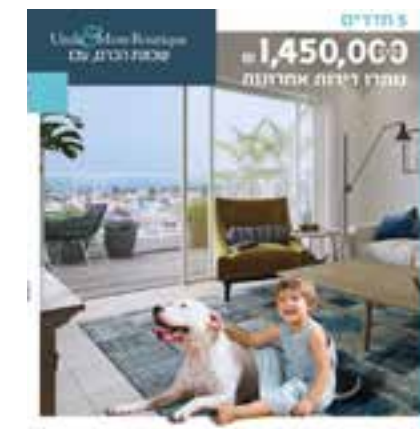
Real Estate & Construction

Visual Communication for Real Estate Projects

Real Estate Advertising Campaigns

Development of visual content for social media, digital advertising, and property marketing campaigns.

The project included advertising campaigns, social media content, sales visuals, and communication materials designed to increase project visibility, build a strong brand image, and support property sales.



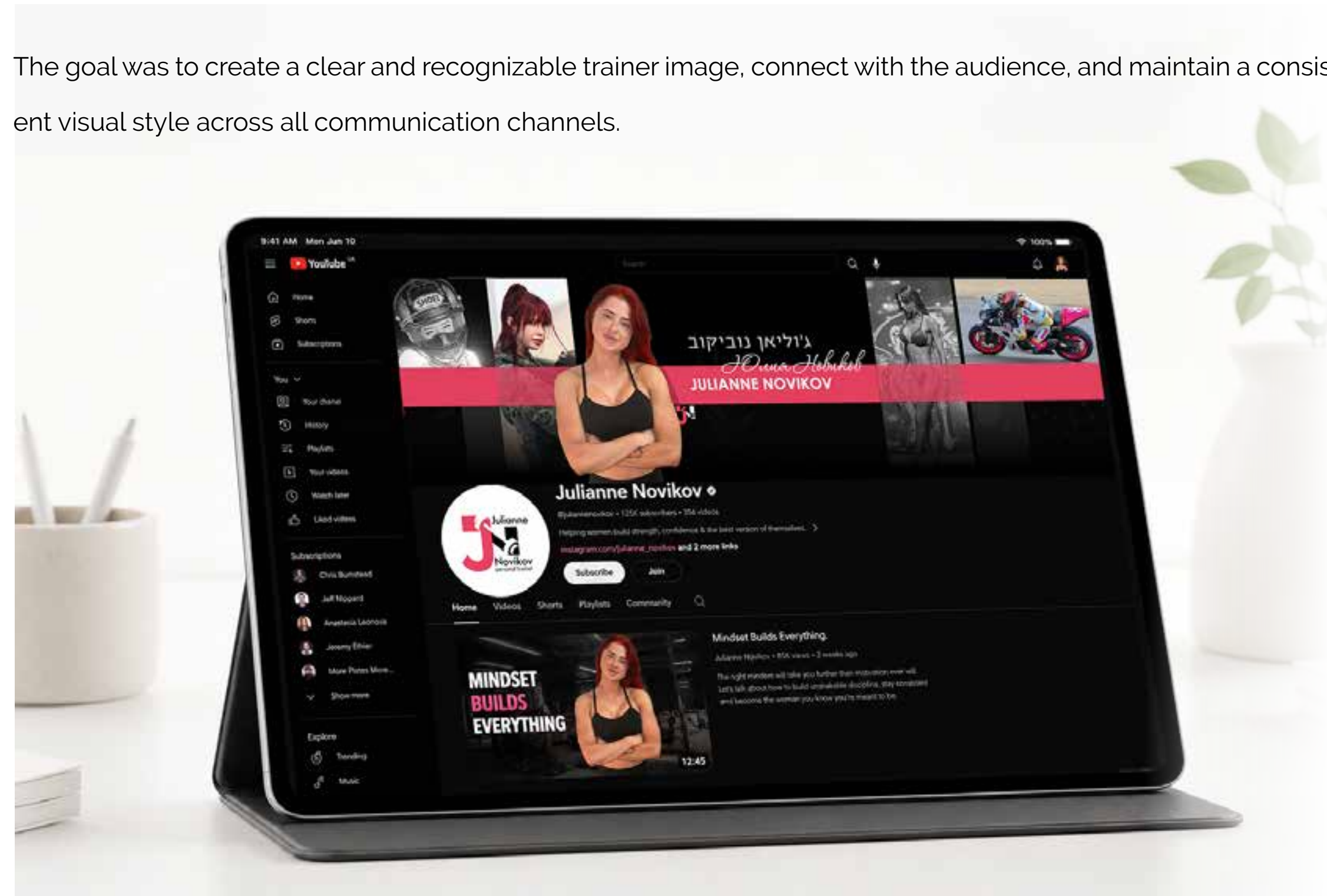
Fitness & Nutrition

Personal Trainer & Nutrition Consultant

Development of visual identity and digital content for a personal fitness brand.

The project included social media content, YouTube channel branding, nutrition programs, promotional materials, and training guides.

The goal was to create a clear and recognizable trainer image, connect with the audience, and maintain a consistent visual style across all communication channels.



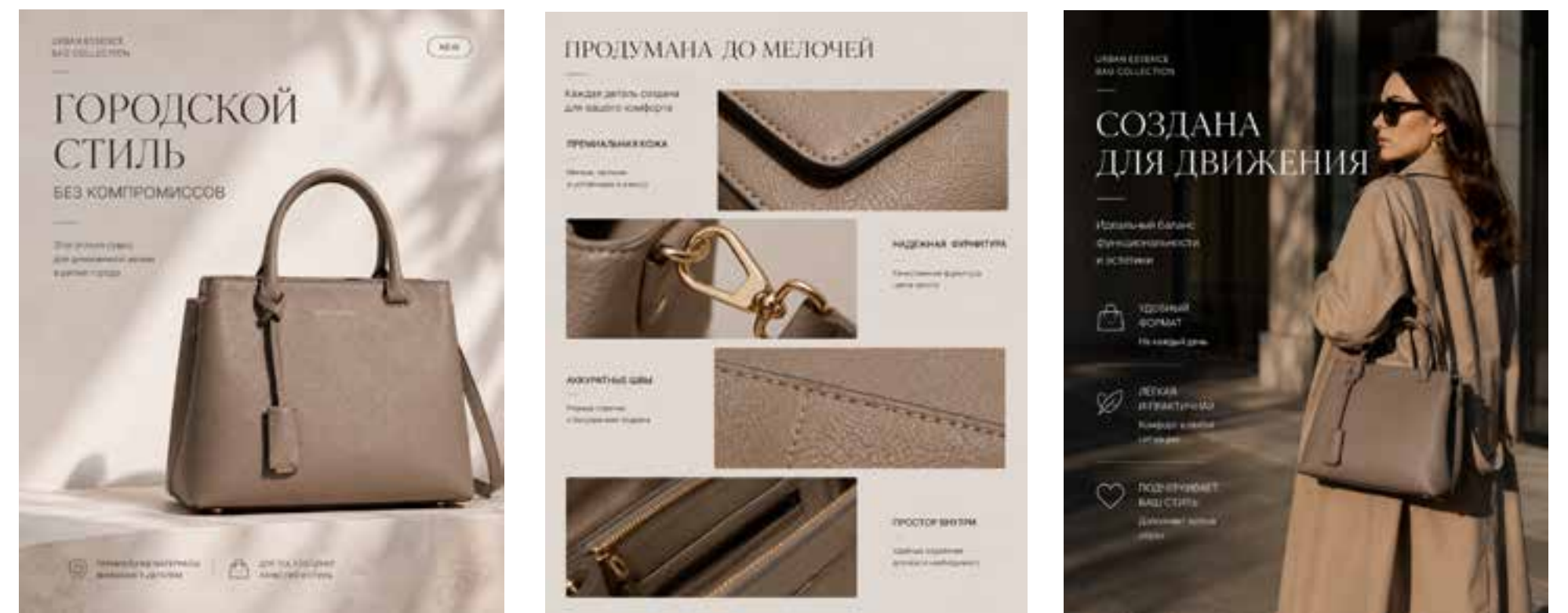
Product Presentation

Product Cards & Infographics

Creation of visual materials for marketplaces, online stores, and consumer brands.

The project included product galleries, infographics, lifestyle visuals, and marketing content across various categories, including fashion, cosmetics, home goods, furniture, and accessories.

Special attention was given to visual appeal, clear presentation of product benefits, and maintaining a consistent brand style.



Websites & Digital Projects

Website Design. Structure. Functionality. Responsiveness.

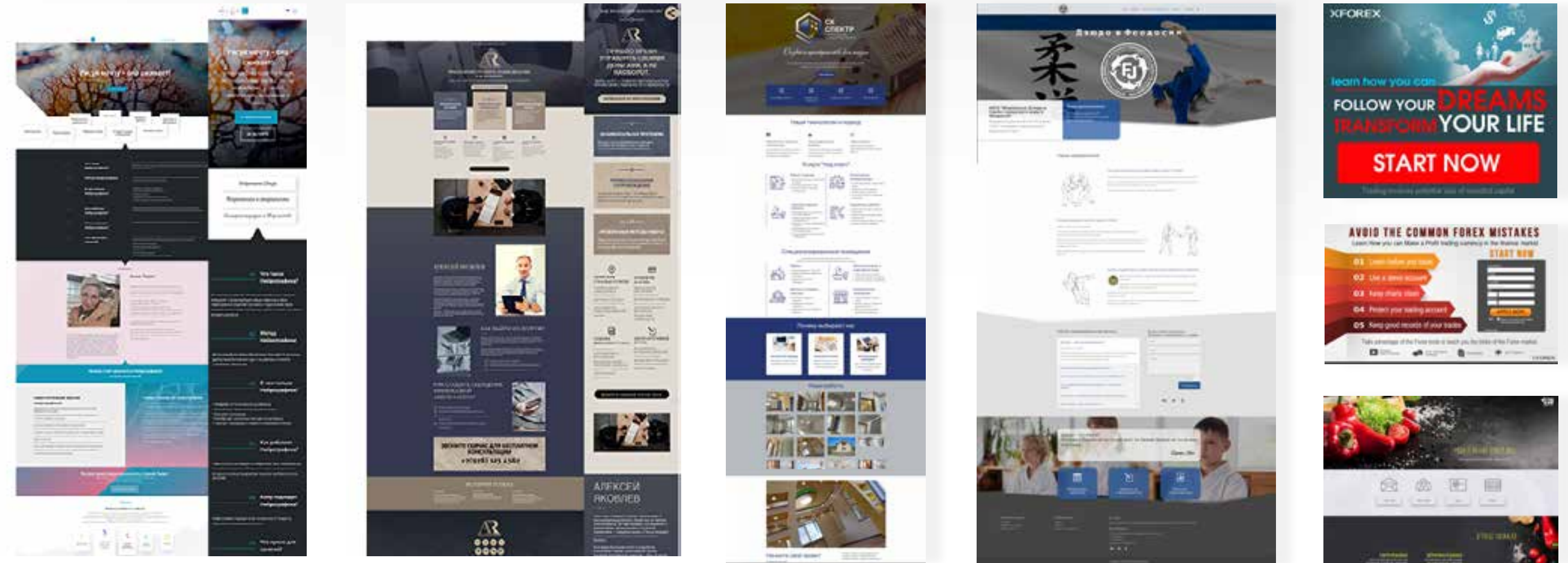
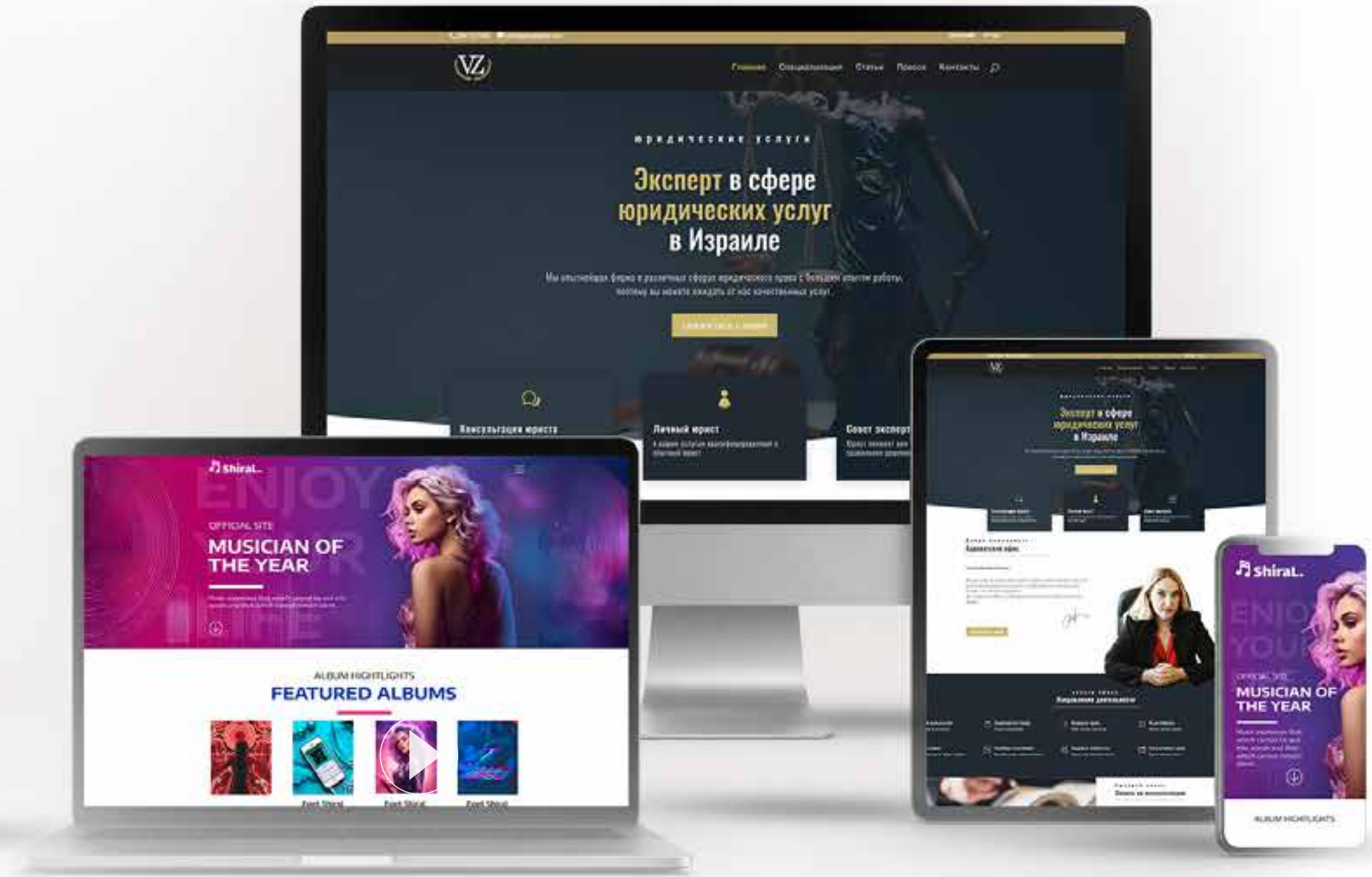
Development of business websites, landing pages, and online stores.

Creation of responsive interfaces and user journeys with a focus on visual consistency, usability, and modern brand presentation.

Projects included:

- Corporate Websites & Business Platforms
- Landing Pages & Promotional Websites
- Online Stores
- Responsive & Mobile Versions
- UI/UX Wireframes & Interface Structure

Built on WordPress and WooCommerce with full adaptation for desktop, tablet, and mobile devices.

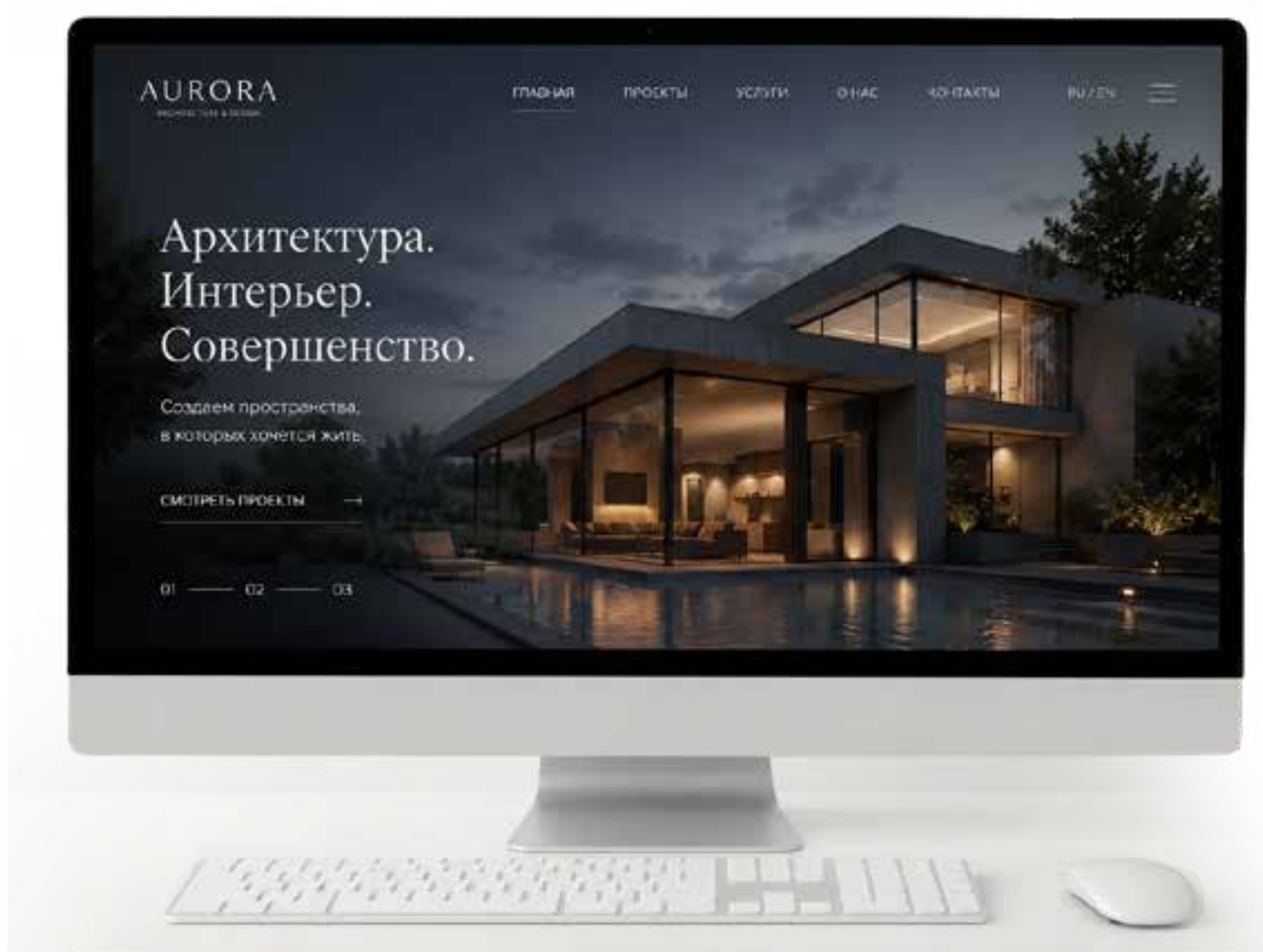
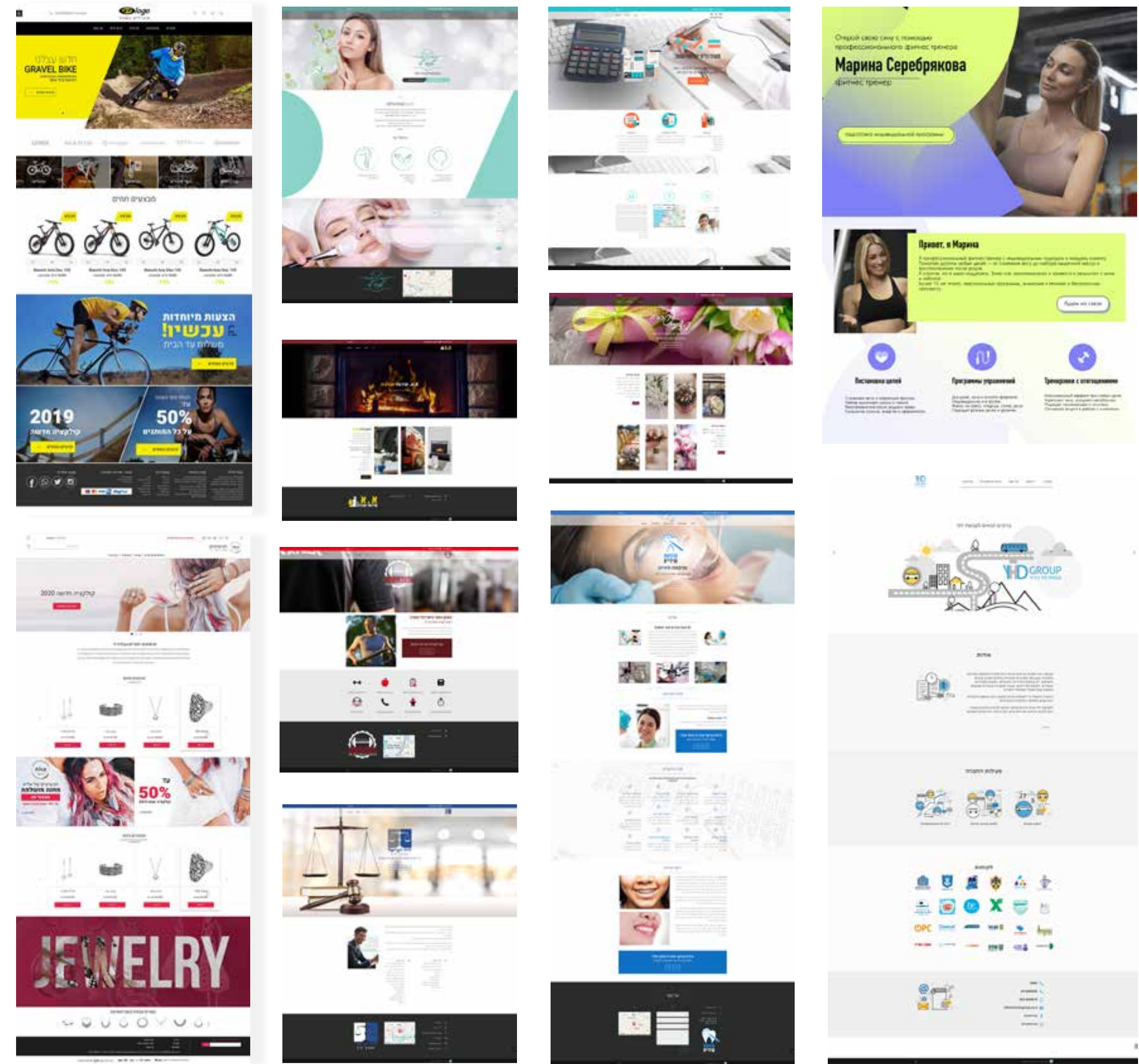


Completed Projects

Real projects across different industries.

The portfolio includes projects for businesses in services, retail, education, construction, healthcare, and manufacturing.

Each project was developed with a focus on business goals, content structure, and audience needs — from simple business websites to corporate platforms and online stores.



Idea. Design. Realization.

Creating visual solutions for businesses: branding, websites, presentations, and digital content.

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