RINAT SEIF

ART DIRECTOR · BRAND DESIGNER · AI-DRIVEN · 10+ YRS

Brand systems, identity and key visuals for products used by tens of millions of people: MY.GAMES, ivi, Avito. AI inside the production, never in place of the idea.

NAME	RINAT SEIF (SEIFUTDINOV)
BASE	BELGRADE, SERBIA
STATUS	OPEN FOR FULL-TIME AND PROJECT WORK
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LANG	RUSSIAN · ENGLISH

01 — EXPERIENCE

LOFT, London — 2026 –
BRAND DESIGNER, CONTRACT

- Neuroads / HLP: from research to final brand routes for an AI coaching product built for the NHS.

exactly.ai — 2025 –
DESIGN EXPERT · BRAND GUARDIAN

Independent — 2025 –
BRAND & AI DESIGNER

- AI key art for ivi original series on the ivi homepage.
- AI portrait set for SOFTSWISS; brand and visual research for Nebius.

Avito — 2025
ART DIRECTOR · BRAND DESIGNER

- Art direction across three business units: Auto, Real Estate, Marketing.
- Refreshed the illustration system with AI; rebuilt the Khvatamba campaign logo with generative tools.

Design Warm-ups — 2024 –
FOUNDER · CURATOR

- Free educational project: industry leads bring real briefs to a community of 3,000 designers.
- Author of the AI/AD course on AI in art direction.

ivi — 2022 – 2024
ART DIRECTOR · BRAND DESIGNER

- Part of the first rebrand in 12 years for one of the largest streaming services in the region.
- Art direction of the custom typeface ivi Sans with TypeType: 3 styles, 362 glyphs, 100+ languages (Red Dot 2026).
- Introduced AI into the brand team's production; rebuilt the Figma workflow.

MY.GAMES — 2020 – 2022
SENIOR DESIGNER · BRAND DESIGNER

- Brand identity and communication design: landing pages, merch, executive presentations.
- Built a single design system for the communication team.

UNIFLY — 2019 – 2020
LEAD GRAPHIC DESIGNER

02 — RECOGNITION

2026	Red Dot Award · Brands & Communication · ivi Sans Base, ivi design team × TypeType
2026	CSS Design Awards · Special Kudos · portfolio site, judges' score 7.66
2025	Dprofile · Best Project · Illustration
2024	MUSE Creative Awards · Gold · Corporate identity
2024	Indigo Design Award · Gold, Typography · Silver, Branding
2023–24	Sreda Design Festival · 3× Gold, Silver, Organizers' Choice

03 — PROFILE

Tools	Figma, Adobe CC · Midjourney, Recraft, Runway, Luma · Claude, ChatGPT
Talks	Podcast, 2025 · The Grill Design Festival, 2025 · HSE, 2024
Edu	British Higher School of Art & Design, 2021 · Institute of Business and Design (B&D), 2018