

YRYSBEK ASHIEV

Junior Brand & Visual Designer — Brand Identity, Campaign & Digital Product

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Work authorisation: eligible to work in Germany — no sponsorship required

PROFILE

Berlin-based designer who treats brand and product as one system: the same visual language carried from logotype to UI component to printed page. Decisions get tested before they get defended — the thesis prototype went through a 60-participant user study, and the fintech case study began with competitor analysis and user interviews, not with screens. Has run an independent design practice since 2022, owning client work from brief to final files, and brings real-time and 3D visuals (TouchDesigner, Blender) alongside a classical identity and typography toolkit. B.A. Communication Design, current grade 1.5 (sehr gut), available full-time from September 2026.

Brand Identity · Visual Systems · Digital Product · User Research · Typography · Editorial & Print · Real-Time Visuals

SELECTED PROJECTS

Teachable Newsfeed — B.A. Thesis, UX/UI Research & Prototype 2026
University of Europe for Applied Sciences | Berlin, Germany

- Designed a mobile newsfeed that hands the recommendation logic to the reader: articles are sorted into custom groups that directly reshape what the feed shows next.
- Grounded the interface structure in Gestalt principles of visual grouping, then tested it in a 60-participant user study and let the results drive design decisions rather than justify them.
- Delivered user flows, wireframes, a high-fidelity interactive prototype and a documented process book.

NovaPay — Fintech Brand & Mobile UI 2025
Self-initiated product case study | Berlin, Germany

- Started from product thinking rather than screens: competitor analysis and user interviews shaped the information architecture across dashboard, analytics, savings, settings and profile flows.
- Designed the brand and dark-theme UI as one language — a reusable component system built to scale past the initial flows, not a set of one-off screens — delivered as high-fidelity screens and a working interactive prototype.

Moodboard — Digital Installation & Curation 2026
Exhibition, University of Europe for Applied Sciences | Berlin, Germany

- Designed and exhibited a digital installation combining real-time generative visuals in TouchDesigner with 3D content built in Blender.
- Contributed to curating the show, sequencing separate installations and their narratives into one connected visitor experience.

EXPERIENCE

Independent Brand & Visual Designer 2022 – Present
Self-employed | Berlin, Germany | remote and local clients

- Designs brand identities, campaign and social media assets, presentation decks and print-ready layouts for small businesses, startups and independent creators.

- Owns every engagement end to end — scoping the brief, client communication, revision rounds, final file handover — alongside full-time study and employment.
- Delivers systems rather than isolated assets: one visual direction carried across logo, type, social templates, decks and print, so a client's channels stay consistent after handover.

Graphic Designer (internship)

Oct 2025 – Mar 2026

Murawei.de | Berlin, Germany

- Designed and delivered 20+ promotional assets for an online bookshop and its literary events, including posters, social media graphics, website visuals and in-store materials.
- Developed sticker sets and book add-ons sold as companion products, supporting cross-selling at the point of purchase.
- Prepared print-ready layouts and adapted campaign assets across digital and physical formats, holding brand consistency under production deadlines.

Graphic Designer

May 2021 – Jul 2021

AlfaLeader.kg | Bishkek, Kyrgyzstan

- Produced website visuals, presentation decks, advertising materials and print collateral for a business training centre.
- Built a reusable social media template system that let the marketing team publish recurring content without a designer, cutting turnaround from days to hours.

SMM & Advertising Designer

2018 – 2020

Teri.kg | Bishkek, Kyrgyzstan

- Designed ad creatives and promotional offers for paid social campaigns across a rolling schedule of product launches and seasonal promotions.
- Produced product photography, retouched e-commerce imagery and adapted each campaign into multiple digital formats.

EDUCATION

B.A. Communication Design

2023 – 2026

University of Europe for Applied Sciences | Berlin, Germany

Current grade 1.5 (sehr gut) | Expected graduation July 2026

Design and High Technologies

2020 – 2023

American University of Central Asia | Bishkek, Kyrgyzstan

GPA 3.52 / 4.00 | Ranked among the university's top 20 students by GPA

SKILLS & TOOLS

Brand Identity systems, logotype & type, art direction, campaign design, social media design
Digital Product UI design, interaction design, wireframing, prototyping, design systems, user research

Editorial & Print Typography, editorial layout, print production, presentation design

Motion & 3D Motion graphics, real-time generative visuals, 3D content

Tools Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, TouchDesigner, Blender

Languages English C1 · German B1 (working towards B2) · Russian native · Kyrgyz native