Vitaly Kalistratov

Digital Designer · Head of Design

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PROFILE

I have over 17 years of design experience. I create event visuals, advertising materials, landing pages, and interfaces. At Shkulev Holding, I work on special projects for local media. My role combines hands-on design, team leadership, quality review, and training.

I use AI tools for graphics, prototyping, and automation. I test ideas in working web prototypes and take them through launch with the team.

EXPERIENCE

Shkulev Holding

March 2020 to present
Head of Design, April 2025 to present
Lead Designer, February 2022 to March 2025
Media Designer, March 2020 to January 2022

- I oversee the design team's work, review quality and visual consistency, and train colleagues to use new tools and AI.
- For Okna.TV, I proposed the upward scrolling interaction and timeline, then built the site and CMS with AI tools. Other team members handled the artwork, copy, and art direction.

Yekaterinburg TV LLC

August 2014 to March 2020
Head of Design, March 2018 to March 2020
Graphic Designer, August 2014 to March 2018

- I led the design department, organized the team's work, assigned tasks, reviewed output, and kept production on schedule.
- I created illustrations, infographics, animations, and visual assets for special projects, the Yekaterinburg TV website, and social channels. I also helped design the visual identity for the Kak By Radio podcast.

Early experience at an advertising agency and print shop

I worked as a designer before moving into media. I have experience with printing processes and assembling advertising displays.

PERSONAL PROJECT

MONEY · veta.money · beta

I build a personal finance app that brings cash, assets, liabilities, and plans into one view. Its interface has customizable blocks and pages. MONEY runs in the browser and as a PWA, with an Android client and a Telegram bot.

SKILLS AND TOOLS

Graphic and communication design · advertising materials · banners · outdoor advertising · landing pages · UI/UX · visual systems · animation · design leadership · team training.

Figma · Adobe Photoshop · Adobe Illustrator · Adobe After Effects · CorelDRAW · Blender.
Stable Diffusion, ComfyUI, Midjourney, Flux, and AI assistants for prototyping and automation.

EDUCATION AND LANGUAGES

Novouralsk State Technological Institute, 2006. Vocational qualification in building construction and operation.
Russian (native). English (A2).