Cyril Mikhailov

Art Director · Brand identity, type design, design teams and AI workflows

Valencia, Spain · English, Russian

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SUMMARY

Art director and type designer. AI-first. Designer since 2011, leading design teams since 2018, up to 16 designers plus about 10 freelancers at peak. Creates logos and visual identity systems and leads the work from brief to final guidelines and production. 150+ brands created across agency and in-house roles, plus 25 custom corporate typefaces. Sped up branding work 12× at BrainRocket with AI workflows and designer training. Full production cycle: identity, design systems, UI, motion, 3D, web, print and launch.
Currently builds AI workflows and applications for marketing, CRM, identity and employer-brand teams.

EXPERIENCE

Art Director — BrainRocket

Jun 2025 – Present · Valencia, Spain

- Sped up branding work 12× and raised the quality of results by building AI workflows and training designers, clients and teams to use them. Measured in approvals and sales on launches of BrainRocket's own projects.
- Creates logos and visual identity systems, from brief to final guidelines and production.
- Leads the creative process and keeps visuals consistent across all assets.
- Contributes to brand strategy and scalable design systems.
- Works with in-house designers, global studios and freelancers.
- Led up to 16 designers of different levels plus about 10 freelancers, working across about 12 brands. Grew designers from junior to senior and hired new ones.
- Work of the last two years is under NDA (well-known companies). Cyril walks through it on a call, with screen share.
- Builds AI systems and applications for CRM, marketing, identity and employer-brand tasks and designs workflows for departments.

Lead Graphic Designer — BrainRocket

Aug 2024 – Jun 2025 · Limassol, Cyprus

- Led a team of designers and developed visual concepts.
- Aligned visuals with project goals across teams and held work to quality and brand standards.

Senior Graphic Designer — BrainRocket

Apr 2023 – Aug 2024 · Limassol, Cyprus

- Led the design process and the artistic direction of projects.
- Led a team of designers and supported their development.
- Kept work true to the visual concept and brand consistency.

Technical Designer — BrainRocket

Mar 2022 – Apr 2023 · Limassol, Cyprus

- Developed brand identities, social media art, banners, website and presentation layouts.
- Applied typography and font expertise.
- Streamlined and systematised workflows with algorithms and AI; shared knowledge with colleagues.

Head Designer — YellowBrand Agency

2018 – Mar 2022 · Kaliningrad, Russia

- Led graphic design, branding, typography, animation, prepress and print layout.
- Managed own projects and supervised a team of mid-level designers.
- Worked with well-known brands and other agencies.
- Art Director of YellowType, the agency's type division.

Graphic Designer — YellowBrand Agency

Sep 2015 – Apr 2018 · Kaliningrad, Russia

- Delivered large-scale branding and print projects: graphic design, typography, animation, prepress.

Earlier, 2011 — 2016 · Kaliningrad region

- Designer, Type Designer, CM-design (Apr 2015 — 2016): brand identity, print layout, prepress.
- Graphic Designer, MNOGO magazine (Mar 2013 — Apr 2015): layout, banners, print production.
- Web Designer, Muse Group, formerly WSM Group (Feb — Mar 2013): landing pages for music websites.
- Graphic Designer, Ambito studio (Jan 2011 — Jan 2013).

SKILLS

Design: art direction, brand and identity design, logo design, visual identity systems and guidelines, design systems, graphic design, layout and prepress, animation, website and presentation layout.
Type: typography, type design, lettering, custom corporate typefaces.
Leadership: team leadership and mentoring, working with in-house teams, studios and freelancers.
AI and workflow: AI-assisted workflow optimisation, AI systems for CRM, marketing, identity and employer brand.
Tools: Figma, Adobe Creative Cloud (including After Effects), Cinema 4D, Glyphs. Builds own custom apps and tools for personal use.

TYPEFACES

- 25 custom corporate brand typefaces for companies, under NDA.
- Released: Schist (2014), Fakedes Outline (2014), Jazz Ball (2015), Pelmeshka (2015), Langendorf (2017). Jazz Ball and Fakedes Outline: 206,000+ combined free downloads on dafont.com. Jazz Ball was printed as no. 156 in a Japanese type catalogue.
- RF Krabuler (2017) and RF Dewi: co-designed with Misha Panfilov, Russian Fonts. Also worked on the Russian Fonts catalogue on MyFonts. Fonts in use: @russianfonts on Instagram.

TALKS AND COMMUNITY

- Organizer and participant, Kaliningrad Brand Weekend, Kaliningrad (Aug 2015).
- Speaker, Behance Portfolio Reviews #2, Mykolaiv, Ukraine (2016): typography, calligraphy, branding. Organizer, Behance Portfolio Review, Kaliningrad (2016).
- Mentored a designer from student to hire.
- Russian subtitles for Gary Hustwit’s documentary “The Map” (2020).

TRAINING AND LANGUAGES

- Cyrillic type design (“Проектирование кириллицы”), 30 academic hours: intensive by Alexandra Korolkova and Gayane Bagdasaryan, Business & Design Institute, at the Serebro Nabora Type Conference, Moscow, Sep 2015.
- Languages: English, Russian.