

Max Birioukov

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CREATIVE LEAD / SENIOR BRAND + PACKAGING DESIGNER

Passionate and highly creative graphic designer with 5+ years of experience in brand identity, packaging logo design, textile design, illustration, and graphic design. Proven leader powered with creative and technical skills, with ability to design logos, packaging, textiles, and merchandise with appealing designs. Innovative thinker with keen eye for detail and deep understanding of color theory and layout design, creating visually captivating and effective designs for various platforms.

Demonstrated expertise in crafting compelling brand identities, intricate illustrations, and functional packaging solutions, ensuring consistent and aesthetically pleasing designs. Dedicated to delivering high-quality, impactful designs that leave a lasting impression. Recognized for success in delivering well-thought-out designs that enhance visual appeal for audiences.

Graphic Design • Package & Textile Design • Illustration • Print Production & Media • Marketing & Branding
• Typography & Color Theory • Layout Design • Digital Illustration Tools • Detail Oriented Creative & Adaptable
• Collaborative • Problem Solving • Time Management • Communication Skills

NOTABLE ACCOMPLISHMENTS

- Directed highly successful design initiative for Creative Home Ideas, overseeing a challenging project aimed at revitalizing a well-established home textile brand. Collaborating with industry giants including Macy's, Nordstrom, and Bed Bath & Beyond, orchestrated seamless execution of brand transformation.
- Implemented innovative internal processes and shared informative developments, enabling faster-paced production without compromising on quality standards. Significantly enhanced multiple brand product lines, elevating appeal in the home décor market and solidifying company's position as industry leader.
- Collaborated with stakeholders, constituents and sourcing agents across India, China, Turkey, and New York to define product specifications, branding strategies, quality assurance processes, and ideal source materials. Created brand guides, logos, icon sets and promotional materials using Illustrator, Photoshop, and InDesign. Specialized in design and production of packaging, print media, and ad creatives.

PROFESSIONAL EXPERIENCE

INFINITY CLASSICS, Linden, NJ

Brand Manager, 2024 - 2025

Led a team of 4–6 designers in executing brand vision across digital, print, and packaging media, maintaining consistency and elevating visual identity across all channels.

- Managed end-to-end creative direction for multiple brand launches, leveraging available resources to successfully revitalize baby and modern fashion brands, while collaborating closely with marketing, product development, and sales teams to align visual storytelling with overarching business goals.
- Oversaw creative strategy and execution using Adobe Creative Suite (Photoshop, Illustrator, InDesign), ensuring timely delivery of high-quality assets for campaigns, catalogs, and branded content.

FREELANCE DESIGNER, Bridgewater, NJ

Freelance Graphic Designer, 2019 - Present

Spearhead creation of unique brand identities for clients spanning various industries, including tech startups, restaurants, and health and beauty companies. Collaborated closely with clients to understand their vision, values, and target audience, translating insights into visually impactful logos and brand guidelines.

- Implemented a meticulous design process, ensuring that each brand identity conveyed a compelling story and resonated with the respective market segment.
- Created designs for retail packaging, print media, and advertisements.

CREATIVE HOME IDEAS, New York, NY

Lead Packaging Designer, 2014 - 2016

Collaborated as a member of a skilled team of 3 senior graphic designers, collectively responsible for producing high-quality packaging designs to produce packaging, logos, textiles, and branded merchandise for companies including Big Lots, Nordstrom, Macy's, Bed, Bath, & Beyond, Laura Ashley, Juicy Couture, and many other brands. Collaborated with stakeholders to define product specifications, branding strategies, and source materials. Designed new textiles, packaging, and merchandise.

- Restructured the company database for better accessibility and retrieval of documents.
- Constructed mood boards to visually communicate creative design concepts, helping to translate abstract concepts into tangible visual representations, guiding the design process from ideation to execution.

ADDITIONAL EXPERIENCE

KONRYS INC., Edison, NJ

Project Manager, 2023-2024

Manage construction business, which involves distributing workloads, and reconstructing facilities while managing team of 4, optimizing productivity and efficiency. Remodeled hotel lobbies, rooms, hallways; replaced carpet and wallpaper; replaced old fuses and re-wired electric, repainted doors, locks, frames, and tables as well as painted ceilings to enhance visual appearance, aesthetics of buildings, and guest experiences.

- Redesigned a 400+ room hotel with new carpet, lights, and wallpaper to improve customer satisfaction.

POWER HOME REMODELING GROUP, Bridgewater, NJ

Sales Professional, 2021-2022

Established and nurtured authentic connections with homeowners during in-person interactions. Conducted detailed needs assessments, actively listened to concerns, and expertly communicated the benefits of company products. Built trust and credibility, ensuring clients felt valued and confident in their decisions, leading to a high rate of customer satisfaction and loyalty. Collaborated seamlessly with internal teams, including sales support, product specialists, and customer service, to ensure a streamlined customer journey.

- Exceeded sales targets through strategic door-to-door engagement with customers.
- Led high-impact door-to-door sales campaigns, consistently surpassing sales quotas through a proactive, results-oriented approach.
- Leveraged persuasive communication skills and a deep understanding of company's offerings to successfully convert leads into loyal customers, resulting in increased profitability.

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts & Sciences, Graphic Design

RUTGERS UNIVERSITY, Newark, NJ

Graphic Design for Brand Marketing Campaigns

Graphic Design Master Class

UDEMY

SPECIAL PROJECTS & AWARDS

Newark Art Hub / Gallery and Art Auction, Newark, NJ

- Attended art gallery events and provided feedback to other's artwork to increase aesthetics.
- Donated proceeds from creative works to charitable causes to enhance funding.

Art Internship & Mentoring / Emanuele Cacciatore, New York, NY

- Selected as 1 of 5,000 students accepted into Rutgers-exclusive art internship with Emanuele Cacciatore.
- Developed a personal brand and expanded expertise in illustration, photography, and art history.

TECHNICAL SKILLS

Adobe Suite | Illustrator | Photoshop | InDesign | Microsoft Excel and Word | FTP (File Transfer Protocol)

LANGUAGES

Fluent in Russian & English; Conversant in Spanish and French

VOLUNTEERISM

Art Hub Newark Studio for Artists; Bridgewater Nursing Home Volunteer