



Andy Karter

Art-director, graphic designer

Info

Art Director with 8+ years of experience building brands, design systems and creative teams. I help companies turn ideas into scalable visual languages across product, marketing and communications.

Contacts

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[Telegram](#)

Expertise

Art direction
Brand identity & design systems
Creative leadership
Team management
Design operations
Strategy & documentation

Work experience

Art Director — Yandex, Loyalty Program
2025 — 2026

- Built the design system for a new loyalty product, including its visual language, asset libraries and internal guidelines.
- Led design for major campaigns across product, CRM and marketing.
- Managed a design team and collaborated with cross-functional stakeholders.
- Most projects are under NDA; details are available upon request.

Art Director — Bang Bang Education, online school of design and technology
2022 — 2025

- Led art direction across communications, marketing, product, 3D, motion, photography and video.
- Built and led a team of 15 designers across a group of four online schools.
- Oversaw hiring, mentoring, performance reviews, workload and budgets.
- Established design processes, guidelines and an internal knowledge base with articles and learning materials.

Senior graphic designer — Holographik, design studio based in Croatia
2022 — 2022

- Created brand identities, logos, design systems, websites and digital products.
- Developed visual concepts with creative directors, founders and clients.
- Briefed motion and 3D designers and supported projects through delivery.

Art director, graphic designer — Freelance
2021 — 2022

- Designed brand identities, visual systems and communication materials.

Art director — Budu and Eych, HR-tech company and mentorship platform
2020 — 2021

- Developed the identity and creative direction for Eych.
- Led a small design team and maintained visual consistency across product and marketing.
- Defined design principles for key digital touchpoints.

Graphic designer — Saint design studio
2019 — 2020

- Designed logos, brand identities, visual systems and print materials.

Graphic designer — Freelance
2018 — 2019

- Created brand identities and visual systems for early-stage clients.