

Viktor Ivoilov

Graphic Designer & Communicator

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11+	4	2	160+	×18
years in design	years at IKEA	SISANs completed	digital screens delivered	automation speed-up

SUMMARY

Graphic Designer with 11+ years of experience, including 4 years at IKEA Russia. Participated in 2 SISANs (Belaya Dacha main store + IKEA Mozaika City format) and led the XS store buildup on the Russian market. Collaborated with IKEA Design Lab on the global *Store of Tomorrow* Playbook. Delivered full-cycle digital media infrastructure — 160 screens in the main store, 70 in the City store. Expert in Adobe Creative Suite (InDesign CC, Illustrator, Photoshop), IKEA visual identity, and typography standards. Detail-driven and methodical; consistently delivers under tight retail deadlines. Committed to clear, consistent in-store communication and cost-effective production solutions.

EXPERIENCE

IKEA Belaya Dacha, Moscow

04/2018 – 08/2022

Graphic Designer / Graphic Communicator

- Implemented store communication across all channels — ensuring messaging was clear, consistent, and correctly placed in line with IKEA visual identity
- Participated in 2 SISANs: Belaya Dacha main store + IKEA Mozaika (first City format store in Russia); led XS store buildup
- Led full-cycle digital media implementation: 160 screens (main store) + 70 (City format) — from planning to operational handover
- Analysed graphic communications impact and developed improvements aligned with commercial goals and customer flow data
- Drafted strategic documents: affordability messaging, commercial layout, communication approach
- Supported GC leader; managed team of 5 on construction and SISAN projects
- Integrated HFRD / Sales / CX / Logistics / IT planning into one cross-functional document — processes held through COVID lockdown; green zone review
- Automated image processing: 36h → 2h (×18 faster) via Photoshop scripting
- Rebuilt file storage system and template database with SO Com&In
- 3.5% sales growth through analytics-based communication strategy

IKEA Design Lab

04/2022 – 07/2022

Graphic Designer (project-based)

- Designed the architecture and visual system of the global “Store of Tomorrow” Playbook — used by IKEA stores worldwide as a guide for store redesign at any budget level
- Collaborated with managers from around the world; developed working methods, approaches, and digital in-store tools

Ozon

08/2022 – 04/2024

Graphic Designer — Content & Brand

- Led visual content strategy for Russia’s largest marketplace (brand goals + user needs alignment)
- Managed design team: task distribution, resource allocation, quality control

- Participated in launch of 12 brand store experiences across product categories

Endorphin co

01/2020 – present

Art Director (part-time)

- Creative direction, KV systems for events, project library unification (70+ projects to single visual standard)
- Built and launched agency website end-to-end

Wearesigns, Moscow

02/2015 – 04/2017

Designer Pre-Press

- Full pre-press production across all formats
- Wrote Photoshop automation script reducing image processing from 36h to 2h (×18) — used by entire team

EDUCATION

Moscow Economic Institute

2008 – 2012

Faculty of Interior Design

Certified Courses, Moscow

2013

Adobe (Ps, Ai, Id) + Autodesk (AutoCAD, 3ds Max)

IKEA Corporate Training

2018 – 2022

Competence Mapping — 25 areas completed

SKILLS

Adobe (Expert)	InDesign CC · Illustrator · Photoshop · After Effects · Bridge · XD
Digital & Tools	Figma (Advanced) · AutoCAD · SketchUp · Roland Cut Studio · Photoshop Scripting
IKEA Knowledge	Visual Identity · Typography · In-store Communication · SISAN · Store of Tomorrow · Digital Signage · Navigation · Range Presentation · Commercial Layout · Action Plan
Languages	English (intermediate / B2) · Russian (native)
Soft Skills	Cross-functional collaboration · Team management · Detail-oriented · Fast-paced retail · Initiative