

Rybenkov Borys

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Briefly

I have been doing 2d computer graphics since 1993. From 1995 to 2011, I worked in three advertising agencies in St. Petersburg. In August 2011, I returned to Kiev. Since then, I have made about a dozen company styles, several websites, two illustrated children's books, four mobile applications, a huge number of landing pages, presentations, brochures, promotional materials (printed and electronic) and other graphic works.

Portfolio

Portfolio of recent years here: www.vcheny-kit.com/design.

Behance: www.behance.net/brybenkov4ea6.

Basic graphic programs

Adobe Photoshop, Adobe Photoshop Lightroom, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Acrobat, CorelDRAW, FontLab, Android Studio, AxurePR.

What I can and know

UX/UI

- **Designing** sites and applications.
- **Prototyping** sites and applications.
- **Design and redesign** of sites and applications.
- **Graphic elements:** illustrations, icons, photos, etc.

PROGRAMMING, WEB-PROGRAMMING, WEB LAYOUT

- **Java**—Android application development.
- **HTML, CSS, Java-script (JQ), БД.**
- **Коды:** C, C++, VBA; a long time ago: PL2, Fortran, Assembler.

BITMAP GRAPHICS: PHOTO, COLOR CORRECTION, RETOUCHING

- **Photo of the pre-digital era:** shooting slides with further color correction, retouching for use in polygraphy.
- **Digital photography:** subject shooting for advertising and catalogs, full-scale and portrait photography.
- **Color correction and retouching** in Adobe Lightroom, Adobe Photoshop.
- **Image preparation:** background cropping, collages, stitching from fragments, etc.
- **Pre-press**

VECTOR GRAPHICS

- **Work with curves:** all types, manual tracing, preparation for plotter cutting and cutting itself, optimization of curves, glyphs for fonts, etc.
- **Fonts:** glyphs, transcoding, cyrillization, adding missing characters, etc. Theory and history of fonts

POLYGRAPHY

- **Theory:** color spaces, aspects of color separation, composition, fonts.
- **Prepress:** color separation, preparation for offset, digital printing.
- **Postpress processes:** preparation of layouts for varnishing, cutting, etc.

TYPOGRAPHY, EDITING

- **Typing rules:** rules for using variants of punctuation characters (dashes, quotes, etc.) and spaces; the use of alternative symbols (ligatures, numerals, etc.).
- **Layout:** the correct placement of the text on the page (dangling lines, external punctuation, etc.); kerning, tracking, leading.
- **Typographic rules of the Ukrainian and Russian languages,** for example, the rule for increasing case endings for ordinal numbers, rules for abbreviations, etc.
- **Design of the book:** set mirror, elements of the publication, sanitary requirements for the layout of publications, etc.

What did I do:

WEB PROGRAMMING, WEB LAYOUT, SEO, PROGRAMMING

- **Sites:** six active sites, and with a dozen of their versions—the project, UX/UI, graphic elements, programming, copywriting.
- **Landing:** a few dozen.
- **Java:** our active Android applications, including one game.

BRANDING

- **Development** of corporate identity, logos, brandbooks.

POLYGRAPHY

- **Layouts of advertisements for newspapers and magazines** of the most varied quality of paper, color, size (from 3 × 4 cm to A2).
- **Advertising printing of all kinds:** visicas, flyers, flyers, stickers, magnets, booklets, brochures, folders, labels on bottles, bottles themselves, packaging design, calendars and calendars, etc.
- **Models for souvenirs:** for screen printing, hot stamping, embossing, medals, badges, etc.

OUTDOOR ADVERTISING

- **Layouts for large format printing** from A1 to 6 × 6 m.
- **Layouts for outdoor advertising:** volumetric elements, PVC application, including plotter cutting.
- **Exhibitions:** stands for commercial exhibitions.

MUSEUMS

- **Development and implementation of the visual concept** of the exhibition of the Petersburg State University of Communications "PGUPS - 300 years ..." - three halls in the Alexander Ravelin of the Peter and Paul Fortress, 2009
- **Development of the visual concept** of the PGUPS museum and the restoration models of the three halls of the main building.

BOOKS

- **Layout and design** of a series of text books.
- **Layout, layout, preparation for printing** of children's illustrated books.

I have experience

- **presentations and coordination** of projects with clients;
- **negotiations** with heads of enterprises, including state ones;
- department and enterprise **management**;
- **conducting** master classes.

Work places

- **1994–1995.** Center for High-Tech Engineering at the St. Petersburg Polytechnic Institute. The head of the publishing department.
- **1995–1997.** AIA "Inipress", St. Petersburg. Geek
- **1997–2007.** AA "Remake", St. Petersburg. Designer. Head of Design.
- **2007–2011.** AA "Everest", St. Petersburg. Art Director.
- **2011–2018.** DICS Consulting LLC, Kyiv.
- **2016–2019.** Publisher "Vcheny Kit", Kyiv.
- **2019-** Design Studio "Print Day", Kyiv. Creative Designer.

Education

Higher. I graduated from the Faculty of Mathematics and Mechanics of Kiev T.G. Shevchenko State University.

Languages

- **Ukrainian:** free.
- **Russian:** fluent, first language.
- **English:** middle level.