



Olga Severina

Senior Design
Director

Award-winning designer with 20+ years of experience in brand development that seamlessly integrates business objectives with bold creative thinking and upcoming social trends to drive double-digit gains in market visibility.

Design strategist recognized for implementing integrated identity systems, spearheading high-profile rebrands, and launching global creative initiatives.

Ph. D-educated, internationally exhibited, and trusted by global brands to build and lead teams that deliver landmark designs with lasting cultural resonance.

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20+ Years of
experience

29K+ Monthly Views
on the PosterTerritory
Blog

32+ Exhibitions
in the US
& abroad

230+ Designers & artists
on the PosterTerritory
network

DESIGN EXPERIENCE

Senior Design Director | Kandula Communications, Los Angeles, CA

2023 – Present

- Deliver premium identity packages for a diverse roster of cross-industry accounts, while maximizing clients' brand affinity across diverse consumer touchpoints.
- Drive the company's design-cycle innovation by actively leveraging AI tools like Midjourney and Claude, accelerating asset development by 37% for multi-tier marketing collateral.
- Adapt swiftly to varied brand guidelines and design systems across multiple clients' projects in tech, hospitality, and consumer industries.

Senior Designer, Freelance | Creative Circle, Los Angeles, CA

2020 – 2023

- Managed a complex, multi-sector client portfolio, expanding each brand's identity footprint with next-generation brand architecture and insight-driven design solutions.
- Secured customers' competitive edge by utilizing emerging technologies and developing aggressive rebranding models for diverse cross-platform environments.
- Delivered robust full-suite creative toolkits aligned across digital and print formats, dramatically reducing clients' time-to-market across all metrics.

Design Director, BrandCulture Company, Los Angeles, CA

2015 – 2023

- Supervised a team of design professionals, enriching customer portfolios with goal-oriented B2C marketing strategies and cutting-edge UI/UX enhancements.
- Delivered high-impact identity systems that facilitated brand expansion and secured customer loyalty for such global powerhouses as Princess Cruises and Wolfgang Puck.
- Co-curated Biophilia, an international poster competition on humanity's relationship with nature, shaping it into a defining milestone on a global cultural landscape.
- Led a city-wide planning rebrand merging evocative promotional imagery with municipal sustainability goals.

Art Director, Personalities, Publishing House Ukraine

2006 – 2017

- Oversaw all end-to-end creative operations of an award-winning publication, promoting forward-thinking, long-term branding direction, and cross-sector cultural engagement.
- Launched a new e-books and digital magazines division, transitioning the brand into a prominent digital media player and attracting previously untapped millennial readership.

EDUCATION

Ph.D in Visual Art (Design) — KSADA, Ukraine, 2010
MA in Graphic Design — KSADA, Ukraine, 2004
BA in Graphic Design — KSADA, Ukraine, 2002

AUTHORSHIP & ACADEMIA

Designer in Residence — USC Roski School of Design, 2026
Lecturer — UCLA Design Media Arts, 2022–2024
Jury Member for international poster competitions
Collaborator — Women Graphic Designers Book, 2025
Author — The World After Book, 2020

AWARDS & RECOGNITION

- Communication Arts Award of Excellence 2026 (Group Project)
- Graphis Protest Poster — Gold Award, 2022
- Graphis Protest Poster — Silver Award, 2022
- Graphis Protest Poster — Honorable Mention, 2022
- 18th International Biennale of Theatre Poster 2022 Jury Honorable Mention
- Poster for Tomorrow — Finalist, 2020
- 1st Place — Cow International Design Festival
- Honorable Diploma — 4th Block Eco-Poster Competition

CURATORIAL & CULTURAL WORK

- Founded PosterTerritory, a platform that became a launchpad for contemporary poster exhibitions, bringing together 230+ creatives from more than 25 countries.
- Produced and curated the Rukh Art Hub project, New York - an internationally recognized cultural initiative.

Specialty:

Brand Identity, UI/UX Design, Event & Festival Design, Social Media Campaigns, Exhibition Branding

Digital Solutions:

Web Design, Video Content, Presentations, Infographics, Motion Design, Social Media Campaigns

Print Deliverables:

Magazine & Book Design, Brand Collaterals, Stationery, Brochures & Multi-page Booklets, Flyers & Postcards, Posters & Banners, Signage System, and Environmental Graphics

AI Tools:

Midjourney, Claude, Runway, Elevenlabs, Clipdrop, SeamlessAI, CapCut

Platforms:

WordPress, Wix, Squarespace, Unbounce, Stripo, Sketch, Miro, ClickUp, MailChimp, Kit

Toolkit:

Photoshop, Illustrator, InDesign, Figma, Premiere, Canva, Google Slides, PowerPoint