

DESIGN IN

**OLGA
SEVERINA**

Senior Design
Director
Exhibition Curator



OlgaSeverina.com

I am a graphic designer, but
also a passionate promoter
of the poster genre and graphic
arts in general



For me, design is not a
utilitarian form of creativity,
because I know how much
power is wielded by a well-
crafted image.

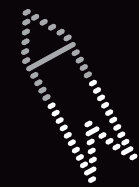
This is why I see design as an
art form, which can transform,
inspire and compel.

MY DESIGN RECIPE:

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- 1 I find a lot of inspiration in nature. I have my camera with me everywhere I go and I take loads of pictures. I hate when I am in a rush and I have to pass something wonderful by without taking it with me. I believe that true beauty can always be found outdoors, even it is literally outside your door.
 - 2 I also get very motivated by looking at the works of the great masters like Stefan Sagmeister or people at Pentagram. When I see how true artists breathe life into their designs, I myself feel as if getting a breath of fresh air, which forces me to strive for something better.
 - 3 I ask a lot of questions! The more the merrier. In order for me to create a meaningful image, I need to see the whole picture.
 - 4 Sketching and sketching. When I see an image coming to life I immediately imagine a better one and try to bring that one into existence. This is also where I try to marry together the finest visual aesthetics with the illustrative concept, which fits best with the overall objective of the project.
 - 5 I create a variety of alternatives for every project. I understand that my vision is driven by my personal preference and I try to come up with a number of different designs to give my customers a chance to pick an option most suitable for their needs.
 - 6 I take a break and then take a fresh look at my project. Having a fresh pair of eyes is great, even if it is my own pair.
 - 7 I try to make sure that I'm happy with what I've created, and through that to make everyone else happy as well!

br!ll!ant

ORBI



MOVERS

BYTE

SOLOMAN

APLENT

E-PLEX



CP
MC



ho^{b2b}rizons

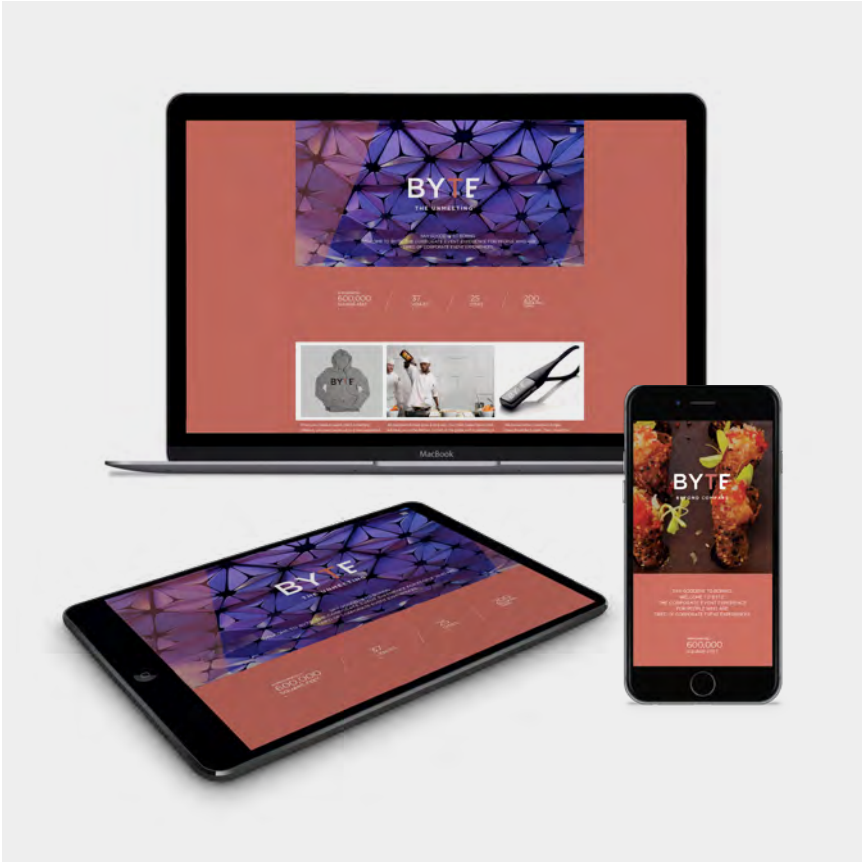


WOLFGANG PUCK
CATERING



For over 20 years WP Catering, founded by a celebrated chef Wolfgang Puck, is offering culinary excellence and exceptional service to private and corporate clients across the US. This project included a wide range of promotional designs from menus and marketing collaterals to shirts and serveware.

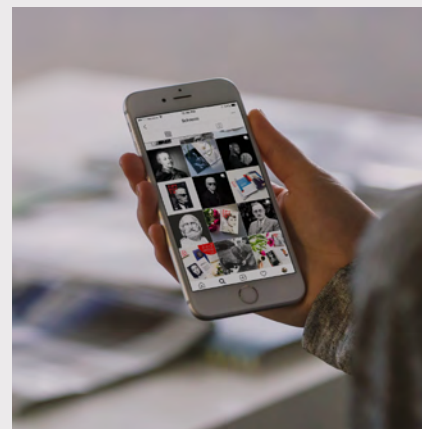
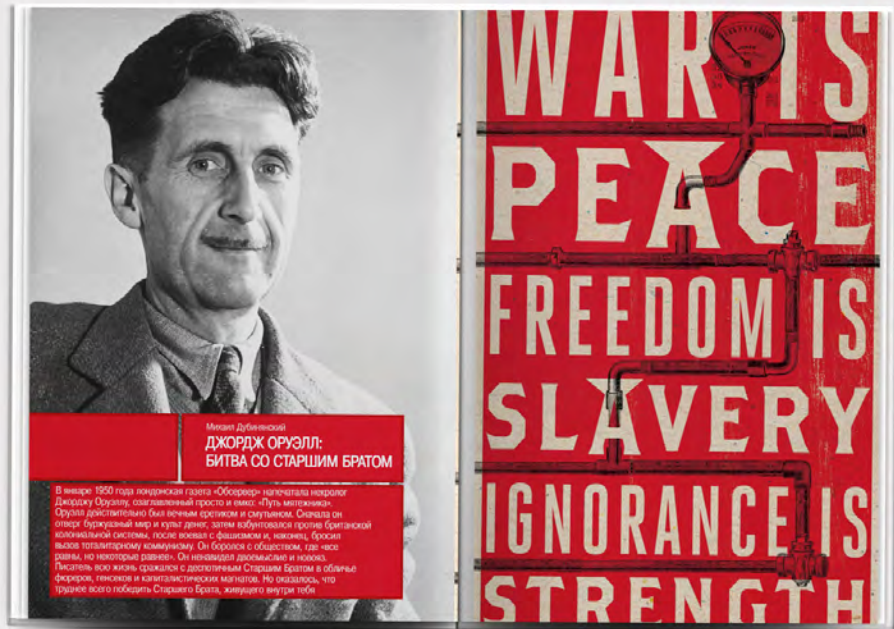
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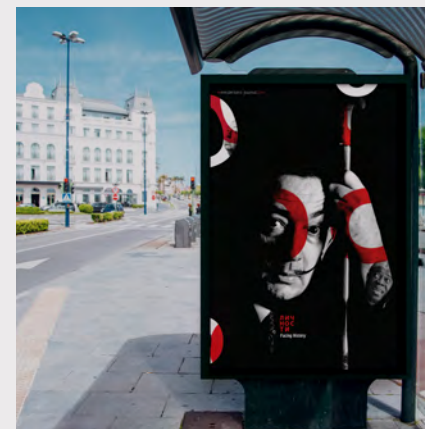
PERSONALITIES
MAGAZINE





Personalities Publishing House is a magazine and book publisher that focuses on unwrapping life stories of some of the most influential people in the history of human civilization.

It published 135 issues of the Personalities magazine since 2006.

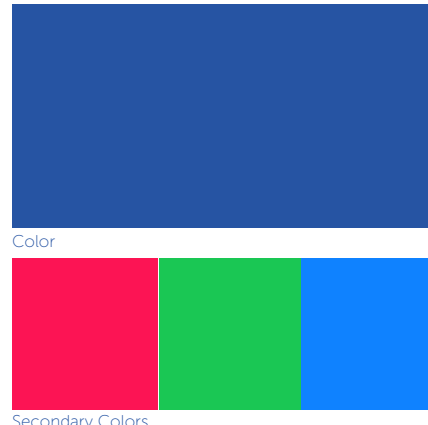
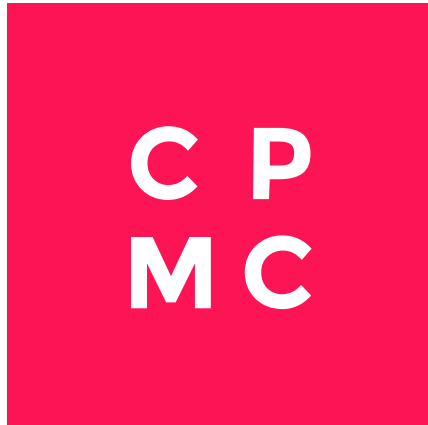




CPMC
CLARK PIERCE MEDIA



This was a rebranding project for Mark Pierce Media – a consulting agency for streaming technologies. I modernized the company's visual identity systems to complement their cutting-edge methodologies for developing mobile streaming platforms.



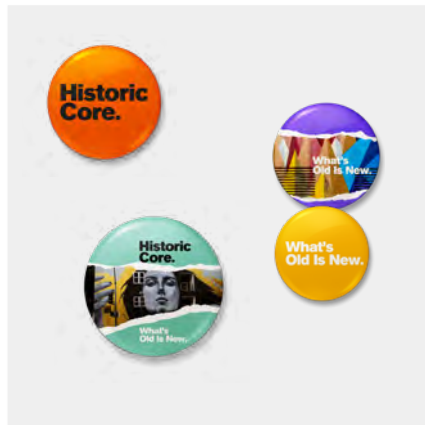
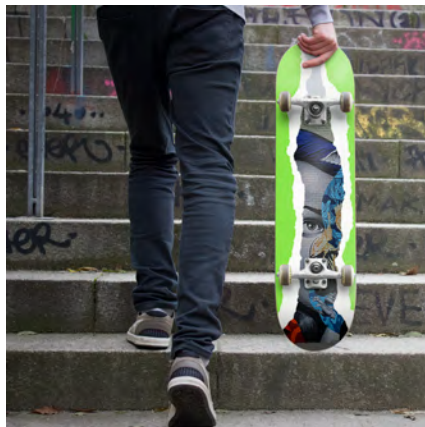
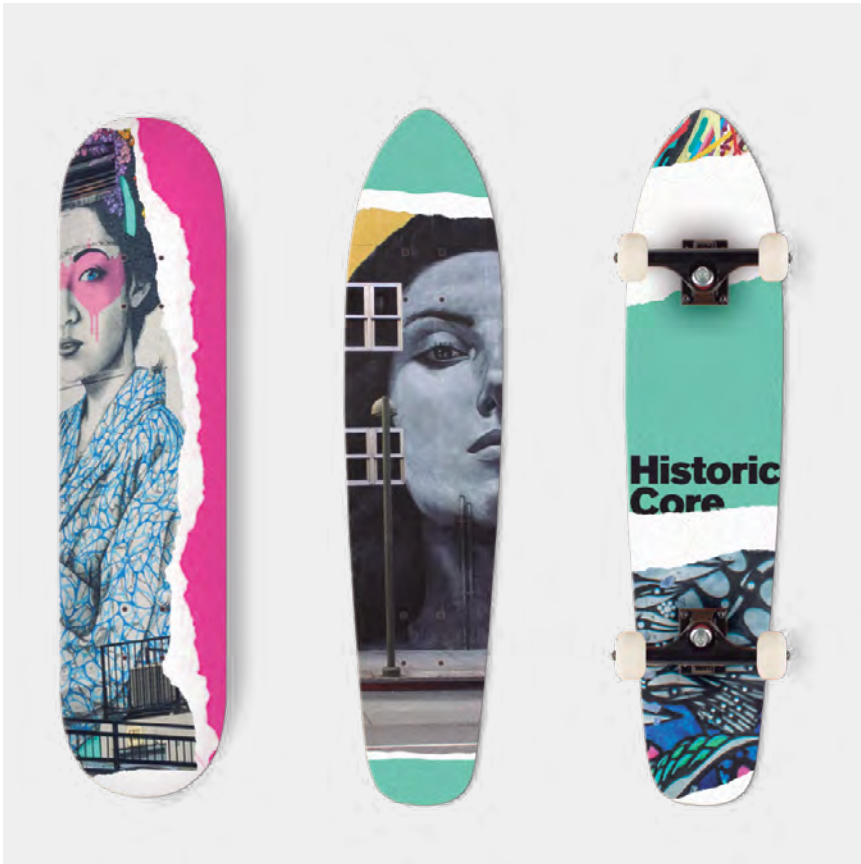


BID.
HISTORIC
CORE



The Historic Core is one of the most diverse neighborhoods in the City of Los Angeles.

Historic Core's identity was created in 2018 and I was fortunate to be a part of a design team that worked on this project. The goal of this project was to illustrate the sense of revival that one can feel when visiting this area, which has a history that goes back to the early 1900s.



BEND-IT





In this project I transformed boring slivers of the ball layouts into fresh new skins for the old soccer ball.

Work included innovative soccer ball designs to appeal to true soccer lovers and contemporary packaging.







Brilliant is a leader in the event production industry, that for 35 years turns client's events into truly memorable experiences. The biggest challenge was to create something that illustrates this business and could stand on its own without typography.

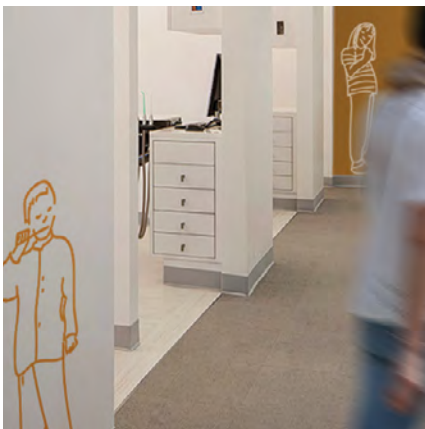
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DR. WASCHAK





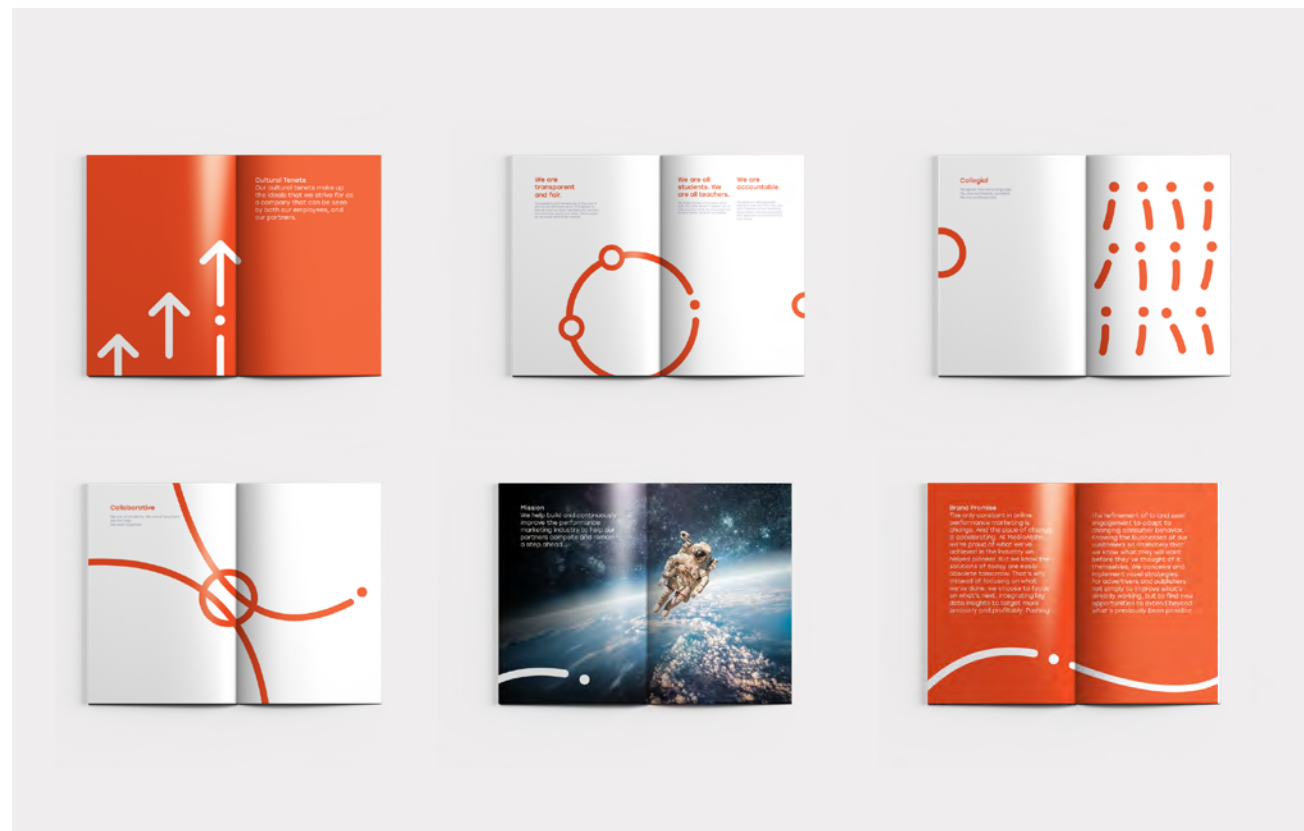
Going to the dentist can be fun if you choose the right kind of doctor. The project is a little whimsical, a little comical and a little silly — something every kid can relate to.

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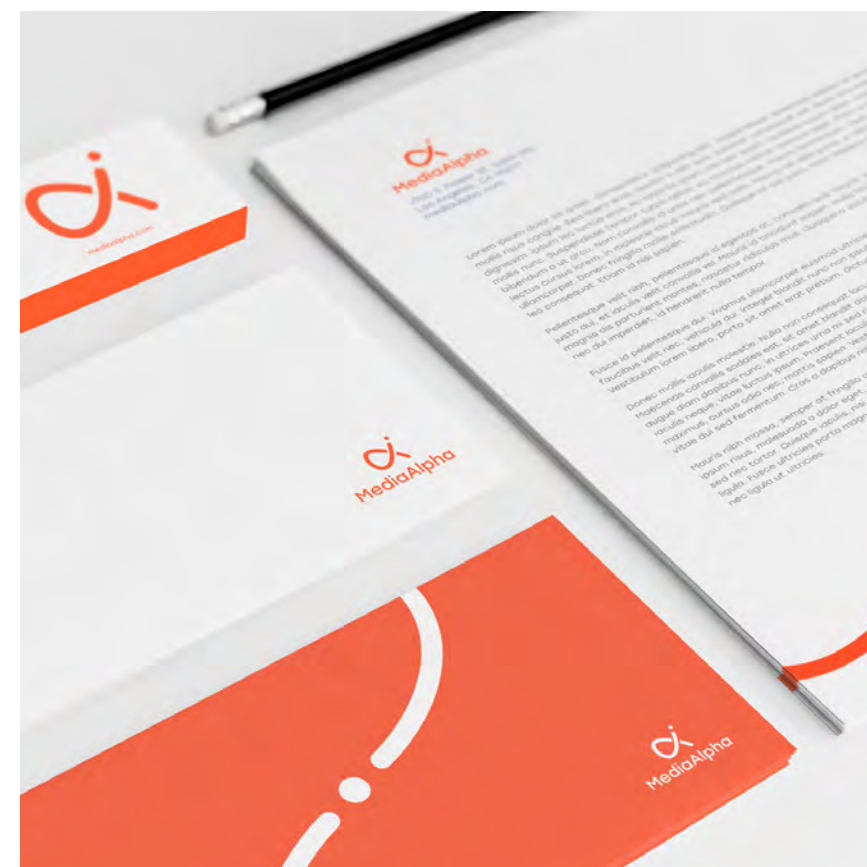
MEDIA ALPHA





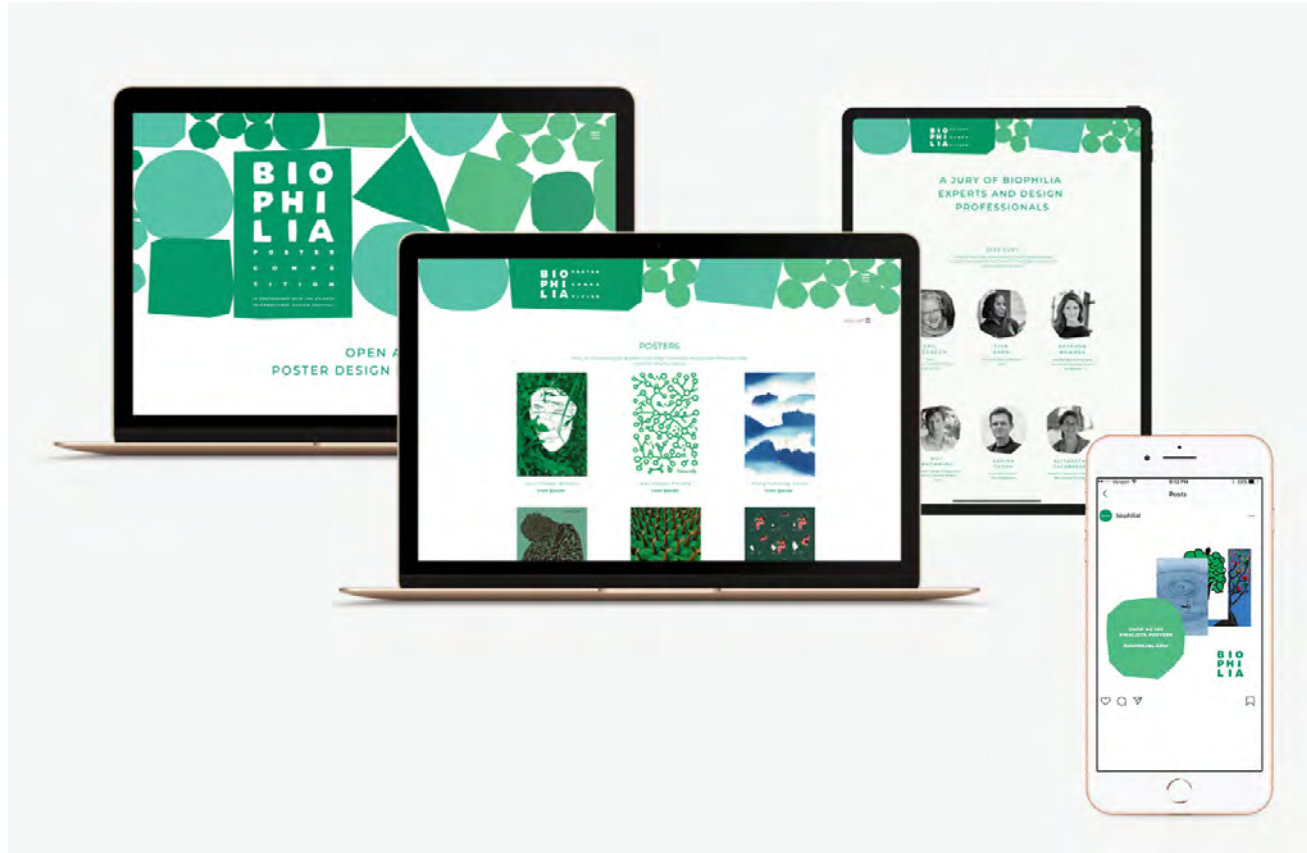
Media Alpha is an innovative advertising technology company that offers a groundbreaking online industry analysis platform for publishing agencies and market research firms.

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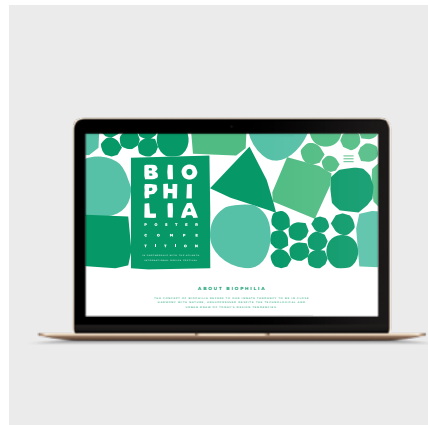




BIOPHILIA
POSTER
COMPETITION



In 2020 PosterTerritory together with BrandCulture presented Biophilia – an international exhibition that explored the relationship between nature and men, in hopes of finding a more harmonious way for us to coexist with the outside world.



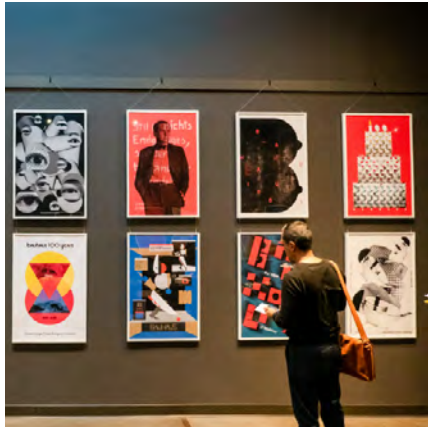
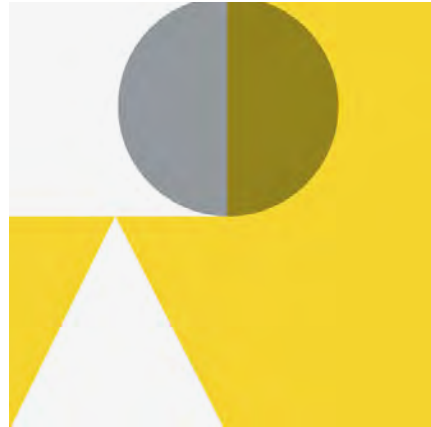
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BAUHAUS 100
POSTER SHOW



This show featured international posters dedicated to one of the greatest design schools of the twentieth century.

Keeping it simple and modern, while at the same time connecting to the Bauhaus philosophy was the main goal for this project.



