

Nina Hadfield

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Art Director

Art Direction / Brand & Visual / Digital Design / Enterprise / B2B / Scalable Systems

PROFILE

Art Director with 17+ years in design and 13+ years in enterprise technology. I specialise in brand, visual systems and digital design for complex organisations, building scalable visual systems that work across brands, markets and communication channels. My experience spans enterprise B2B, international businesses and growing companies.

CORE EXPERTISE

Art Direction

Creative direction / design review
visual decision-making

Design Systems

Guidelines / templates / libraries
reusable patterns / visual tokens

Brand & Visual Systems

Brand architecture / identity
scalable visual systems

Enterprise & B2B Design

Complex products / technical communication
cross-channel consistency / reusable design logic

Digital Design

Web / UX/UI / information architecture
digital brand applications

AI & Creative Automation

Generative AI / AI-assisted workflows
workflow automation

AxxonSoft

International enterprise security technology

Art Director / 2020–Present · **Lead Designer** / 2013–2020

Lead art direction across brand, digital design and visual communication for an international enterprise security technology company operating across multiple products, brands and global markets.

Develop and evolve the visual architecture of the main brand and its sub-brands, balancing individual identities with a consistent company-wide system.

Build and maintain scalable design systems across brand and web, including typography, grids, visual tokens, UI patterns, templates, libraries and guidelines.

Lead corporate website and landing-page design across visual design and UX, including information architecture, navigation, user flows, prototyping and usability.

Translate brand principles across campaigns, sales communication, partner materials and other digital and physical touchpoints.

Review and approve design work, contribute to design processes and standards, and participate in hiring graphic and UX/UI designers.

Work directly with senior stakeholders across product, development, marketing, sales and international teams to turn complex business requirements into clear visual solutions.

ArtUnchained.io

Independent consulting / emerging technology

Creative Art Director & Consultant

Developed ArtUnchained's creative direction, visual identity and brand voice in close collaboration with the founders, translating the concept across web, UI, campaigns, 3D and communication. Created the brand guidelines and core visual system.

MTS / Retail Network

Telecommunications

Graphic Designer

Worked in the Corporate Communications team of MTS Retail, creating visual communication across presentations, publications, events, retail materials and art-directed photography.

Sobesednik-Media

Publishing

Technical Designer / Editor / Illustrator

Editorial design, illustration and print production across newspaper, magazine and children's publishing in a fast-paced editorial environment.

2013 — Present

2022 — 2025

2011 — 2013

2009 — 2011

SELECTED SOFTWARE

Design

Figma · Photoshop · Illustrator · InDesign
Fontself Maker

3D & Motion

Blender · Cinema 4D · CLO 3D · Daz3D
Nomad Sulpt · After Effects

Web

HTML/CSS · VS Code · GitHub

AI & Creative Technology

Generative AI · AI-assisted coding
Automation · Image & video generation

EDUCATION

HSE University

BA, Art & Design · 2013 · Distinction

ADDITIONAL EDUCATION

2024 — Typography, Bang Bang Education

2012 — Ergonomics in Design, Strelka

2012 — Psychology of Advertising
& Business, Strelka

2012 — Presentation Design, Strelka

2012 — Website Structure Optimization,
HSE University

2012 — Design: Creation of Artifacts
in Society, University of Pennsylvania

2012 — Interface Design, Coursera

2009 — Color Correction, British Higher
School of Art & Design

2008 — Web Design / HTML & CSS,
Bauman Moscow State Technical
University

SELECTED PRACTICE

Former university lecturer in Web Design

Internationally exhibited digital artist —
Paris, New York, Istanbul, Valencia,
Moscow and St Petersburg

Present

2009