

HANNA KERSNOUSKAYA

Art Director • Brand & Visual Communication

Brand Identity • Campaign Systems • Editorial Design • Print Production

Lisbon, Portugal | +351 911 099 493 | hannaart@gmail.com | linkedin.com/in/hannakers | portfolio.kers-art.com

PROFILE

Art director and designer with 5+ years across branding, campaigns, editorial and content — 25+ projects delivered for clients in 10+ countries and 8+ industries, from healthcare and finance to publishing, hospitality and culture. I work from strategy through print production: identity systems, campaign assets, publications and the visual language that holds them together. Independent practice since 2021, formalised as KERS Studio in 2025. Engineering degree, MA in Design & Visual Culture, ongoing PhD research at the Faculty of Fine Arts — a practice grounded in research as much as in craft.

SELECTED PROJECTS

Chefe do Ano national culinary competition, Portugal — branding & communication - Delivered the visual communication package for one of Portugal's best-known national culinary competitions: poster design, event communication assets and the official diploma. - Held a single visual language across print, event and digital touchpoints under competition deadlines.
NightCut founder & creative lead — independent collage and cultural events concept, Lisbon - Created the concept and built everything around it solo: brand identity, communication strategy, social presence, promotional content and event experience design. - Designed and built the web platform and registration flow, and ran the launch campaign end to end.
Visibility, Censorship and Artistic Expression MA dissertation, IADE, 2025 — final grade 18/20, awarded unanimously Practice-based research combining visual culture, interviews, surveys and design research into a single body of work.

PROFESSIONAL EXPERIENCE

Art Director & Graphic Designer — KERS Studio <i>Independent creative practice: branding, campaign development, editorial design, content and artistic projects.</i> - Built and led 12+ client engagements from strategy and concept through to final execution and print handover. - Developed brand identities, visual systems and campaign assets, including the Chefe do Ano communication package. - Directed production: coordinated collaborators, suppliers, print partners and exhibition logistics, and ran all client communication. - Produced print and digital output — publications, presentations, social content, motion and marketing assets.	Lisbon Oct 2025 – Present
Independent Designer & Art Director — Freelance & 99designs <i>International client work across branding, editorial, advertising and digital, owning each project from brief to delivery.</i> - Delivered 25+ projects for clients in 10+ countries, winning work competitively on an international marketplace. - Designed visual identities, social campaigns, advertising assets, publications, presentations and print collateral. - Worked across 8+ sectors — healthcare, finance, publishing, food & hospitality, culture & events, education and consumer brands — adapting visual language to each audience. - Built a returning client base: roughly 25–30% of projects came from repeat clients or long-term collaborations. - Ran discovery and concept presentations directly with founders and marketing leads, then managed feedback rounds through to sign-off.	Portugal Sep 2021 – Sep 2025
Editorial & Graphic Designer — Mastak Studio - Designed editorial publications, campaign materials and visual communication systems for commercial, enterprise and cultural clients. - Worked inside multidisciplinary agency teams alongside copy and production, under tight delivery cycles.	Belarus May 2021 – Jun 2022
Graphic Designer — Doctor ENT Medical Center - Produced branding assets, educational materials, social content and promotional campaigns for a private healthcare provider. - Translated clinical material into clear patient-facing visual communication, working directly with medical staff.	Belarus Nov 2019 – Apr 2021

SKILLS & SOFTWARE

Direction & Strategy Art direction • Brand identity & visual systems • Campaign development • Creative strategy • Concept presentation	Craft Editorial & publication design • Typography • Print production • Social & digital design • Motion and video content • Silkscreen and analogue print
Software Photoshop • Illustrator • InDesign • Premiere Pro • After Effects • Figma • WordPress	AI Tools Midjourney • Adobe Firefly • ChatGPT • Claude • Gemini

EDUCATION

PhD — Fine and Studio Arts — Faculdade de Belas-Artes, Universidade de Lisboa	2026 – Present
MA — Design & Visual Culture — IADE, Universidade Europeia Final grade 18/20, awarded unanimously.	Lisbon 2023 – 2025

LANGUAGES

English — professional · Russian — native · Belarusian — native · Portuguese — A2