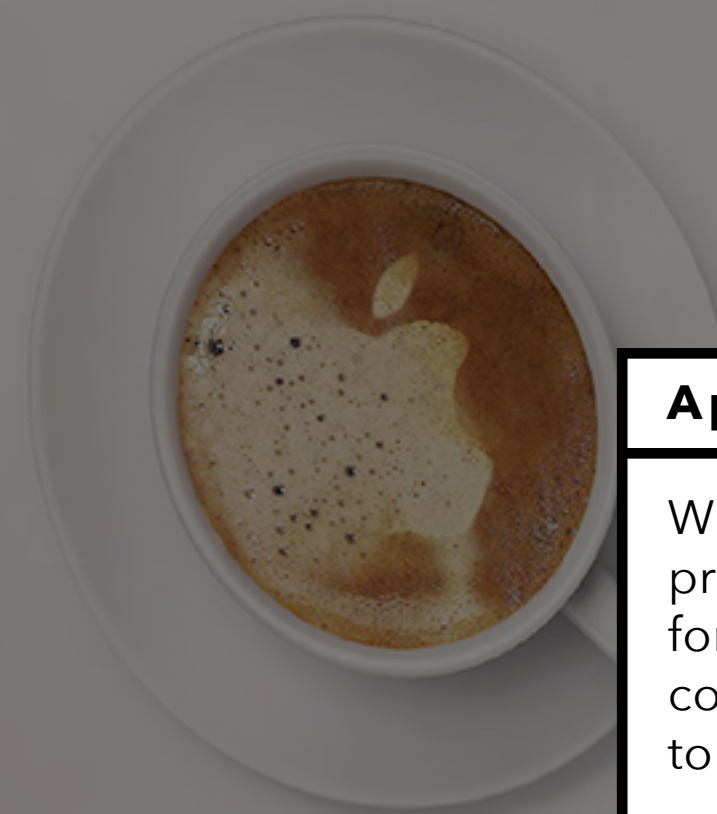


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konstantin.zhukov@gmail.com	



Apple

While at Apple, alongside the main design projects, I developed several series of posters for internal use, announcing various events and communicating important information to the employees.

It was essential that every poster was designed in line with Apple brand aesthetics and tone of voice, but was witty and eye catching too. At times, it was a tricky yet exciting task achieving this balance.

Colazione
28 April 10:00am





Colazione

28 April 10:00am



Liberal
UKIP
Green
Pub Quiz

Vote Pub Quiz.
Join us and Britain for a night of not biting political action.
Downtown at The Audley, Mayday on Thursday May 7.
Doors open at 5:30 pm.
Questions begin at 6:30 pm sharp.

Dr. Nick will see you now.

Don't know your Apple? Connect from your LDAP? Not sure how to upload to the server? Or just want to know how to use FileVault?
Our in-house expert, Nick, will be available to answer all your work-related questions and sort out any quick-to-solve technology related problems you have.
Every Wednesday in The Library from 12-1.

tion Night Pub Quiz.
Day 7 May: The Audley in Mayfair. Doors open at 5:30 pm.
Questions begin at 6:30 pm sharp.



Christmas Present Appeal

This year, we're supporting Great Ormond Street Hospital in their Christmas present appeal. They're asked for donations of new toys for children from newborn up to 16 years of age. If you'd like to donate, just pop your unwrapped gift under the Christmas tree.
Unfortunately used toys cannot be accepted.

Crisis

neal
for
community.

Apple

WWDC15

One of the bigger projects I've had a chance to work on at Apple was World Wide Developers Conference in San Francisco. I was asked to design the banners to be displayed at the venue. The designs had to follow the idea and the aesthetics of the overall branding of the event.







4th St

MOSCONE WEST

WWDC15

MOSCONE WEST

WWDC15

WWDC15

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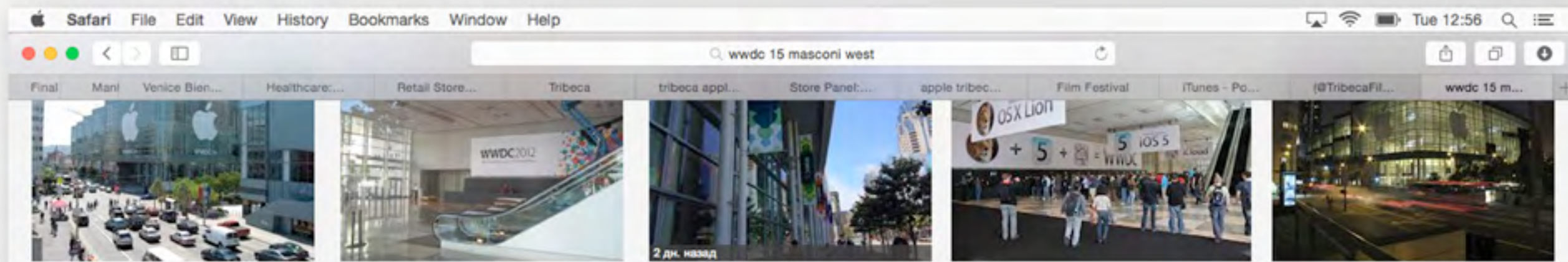
WWDC15

WWDC15

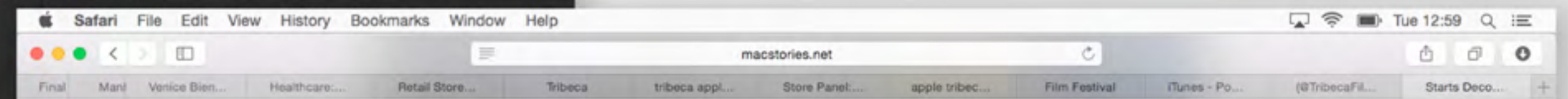
WWDC15

WWDC15

WWDC15



Apple Starts Decorating Moscone West ...
www.macstories.net - 3264 x 2448 - Поиск по картинке
Smaller banners are now up outside Moscone West. There's no sign of iOS or OS X banners inside the convention center yet.



June 5, 4:15 PM EDT
Smaller banners are now up outside Moscone West. There's no sign of iOS or OS X banners inside the convention center yet.



Here are the banners outside:



And a look through the windows to the inside of the building. The theme this year is "The Epicenter of Change."

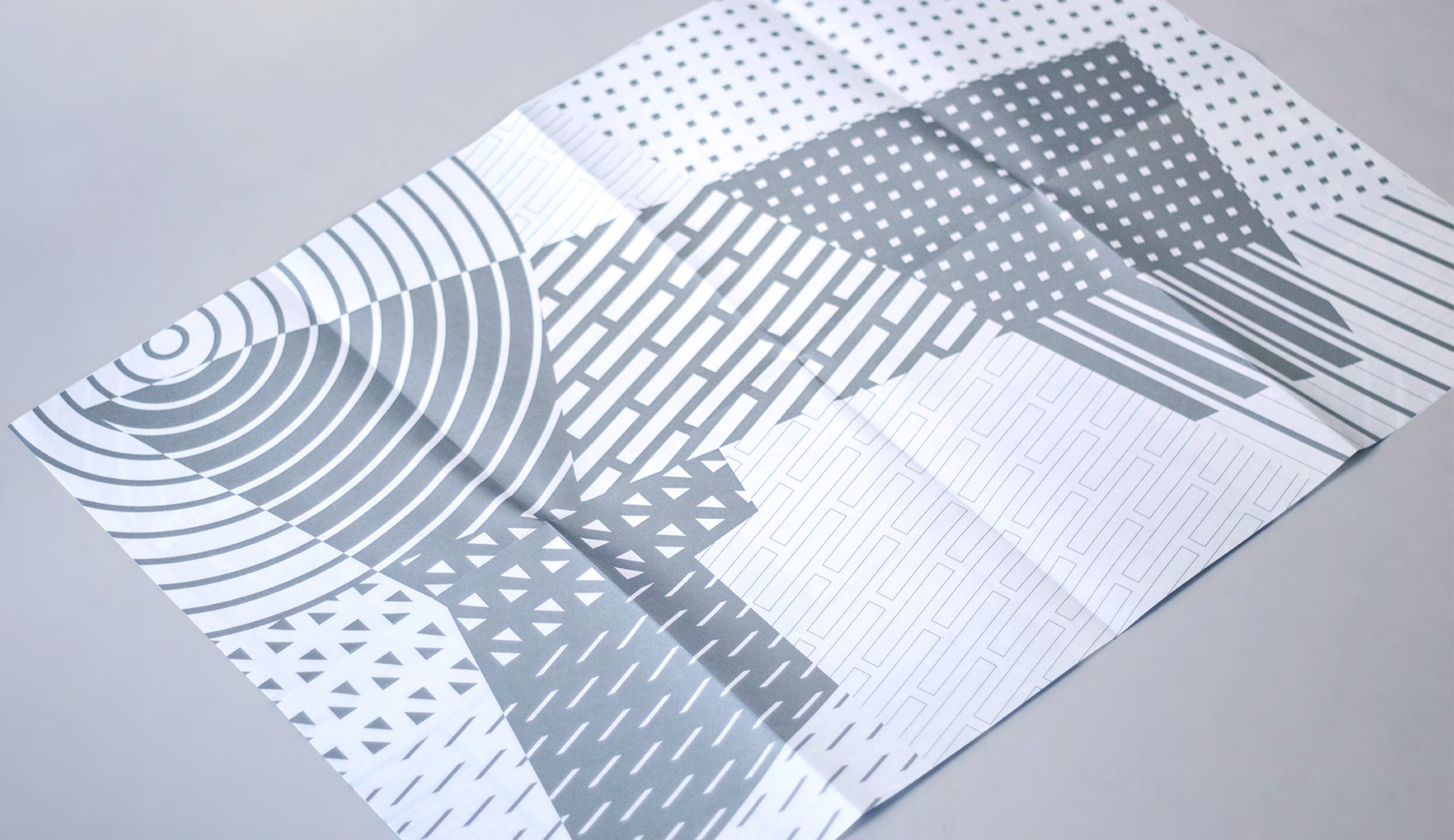


Tate Exchange

Design of the printed handout and the display structures for the Future Medina event part of Tate Exchange programme at Tate Modern.

An A2 folded poster with the map of the Tate Exchange space on one side and the event's information on the other. The map is divided into the workshop areas using different patterns referencing the vibrancy of the Middle Eastern market space - Medina. The handout is litho printed using silver and black inks.

Designed in colaboration with Alessia Arcuri.



Tate Exchange
16-19 November

FUTURE MEDINA 16

FUTURE CITYSCAPE ZINES
12.00-14.00
What would your future city look like? Create your own paper medina cityscape with OOMK Collective.

WEDNESDAY

XANADU BY DAY
15.00-17.00
An interactive installation exploring the potential of dreams through collective making in a speculative landscape with Amanda Baum Olesen and Heidi Maribuf.

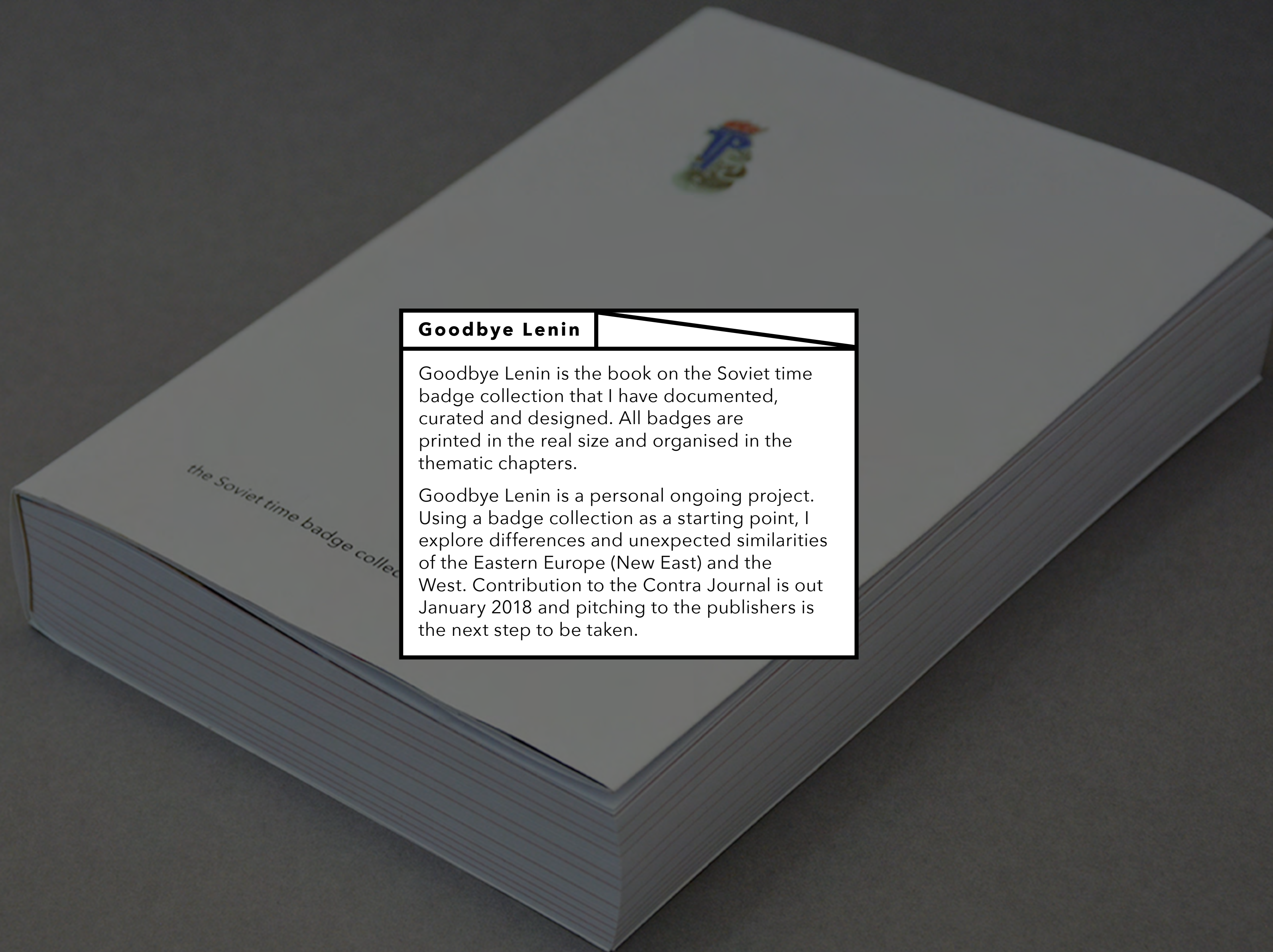
Driven by play, innovation, participation, performance, creativity and thinking, the Future Medina is inspired by the vibrant, open public spaces of a North African medina.

...down to exchange ideas
...workshops, or drop in
...with a coffee and
...by.
...created on
...basis for

**CLOUD COMMUNITIES
AND THE ONLINE G**
18.00-19.00
In this forum
will explore
between
Galler
Co

Drop in to the digital aggregator
installations to see, hear and
interact with people's responses
to the medina, documenting
in a series of orchestrated
spontaneous actions
avenues for

...interactive experience
...stamp that represents
...identity with artist



Goodbye Lenin

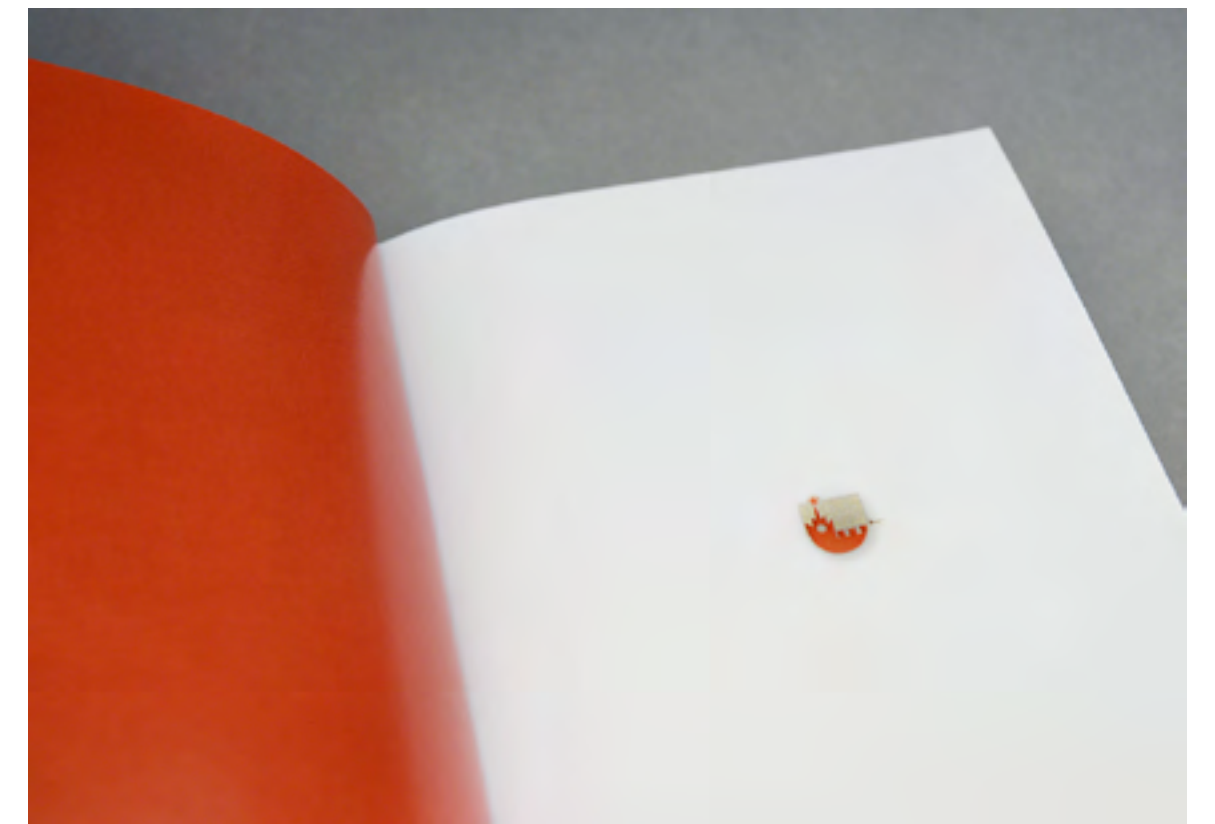
Goodbye Lenin is the book on the Soviet time badge collection that I have documented, curated and designed. All badges are printed in the real size and organised in the thematic chapters.

Goodbye Lenin is a personal ongoing project. Using a badge collection as a starting point, I explore differences and unexpected similarities of the Eastern Europe (New East) and the West. Contribution to the Contra Journal is out January 2018 and pitching to the publishers is the next step to be taken.



Goodbye
LENIN

the Soviet time badge collection



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#BFF	55 – 88
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Because you're worth it	117 – 174
Every little helps	174 – 204
Think different	205 – 254
Just do it	255 – 292
The best a man can get	293 – 314
I'm lovin' it	315 – 336





Pharma Greed Kills

Designs of the posters and infographics commissioned by the Treatment Action Group, New York. Designs are used in various formats and media, both print and digital, in Pharma Greed Kills campaign organised by TAG and Act Up.



MEDS ARE NOT A LUXURY
We need to lower medicine prices
closer to their production costs!

\$90

HIV
One year
of treatment

\$90

PrEP
One year

\$90

HEP C
One course
of treatment

\$90

HEP B
One course
of treatment

ACT UP

TAG
Treatment Action Group

ACT UP **TAG**



MEDS ARE NOT A LUXURY
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ACT UP

TAG
Treatment Action Group



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of treatment

These target prices make the medicine available
to millions in need and include 50% profit margin.
pharmagreedkills.com | #PharmaGreedKills

ACT UP
2017 Coalition to Demand Action

TAG
Treatment Action Group



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ACT UP
2017 Coalition to Demand Action

TAG
Treatment Action Group



Jungle Creations

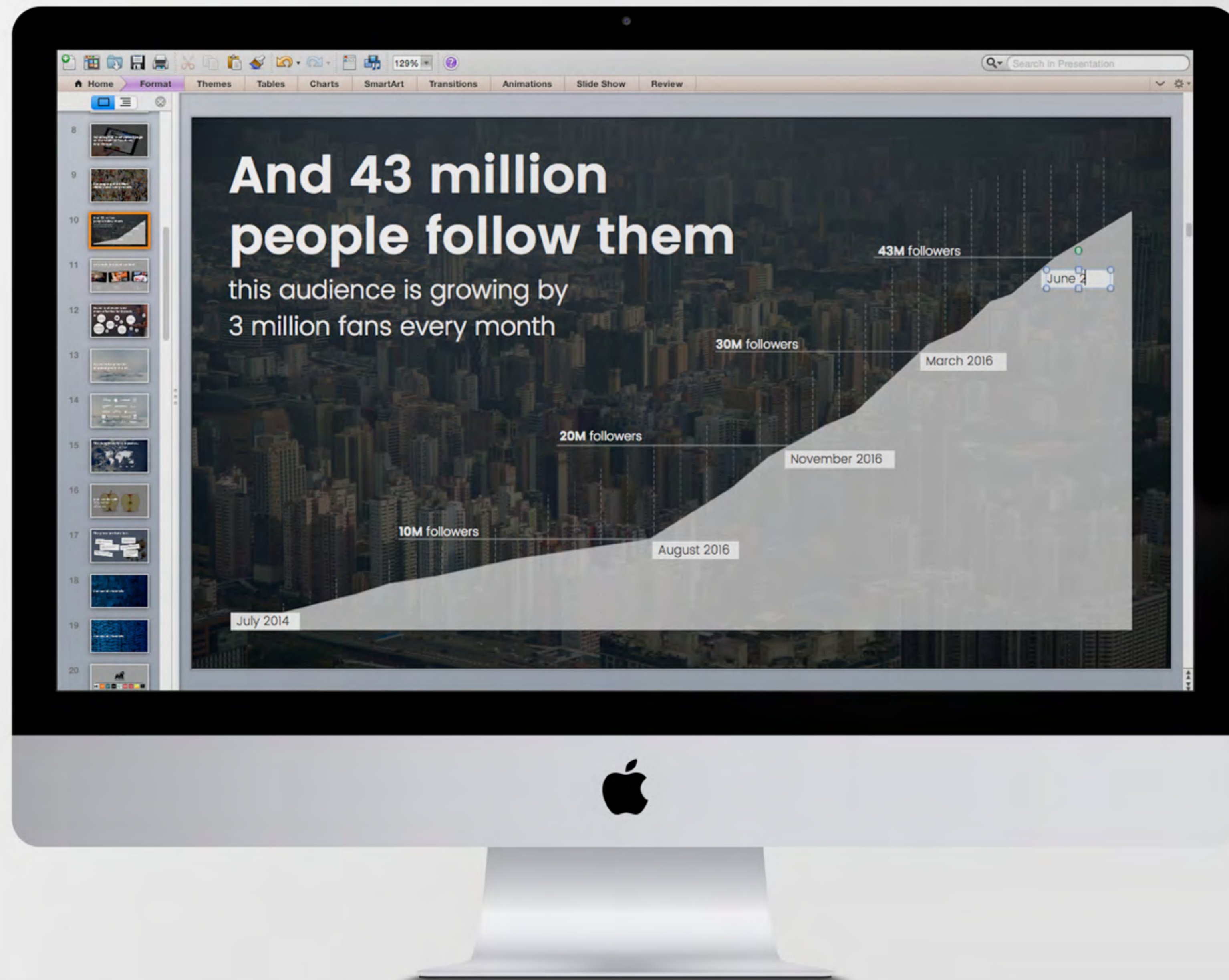
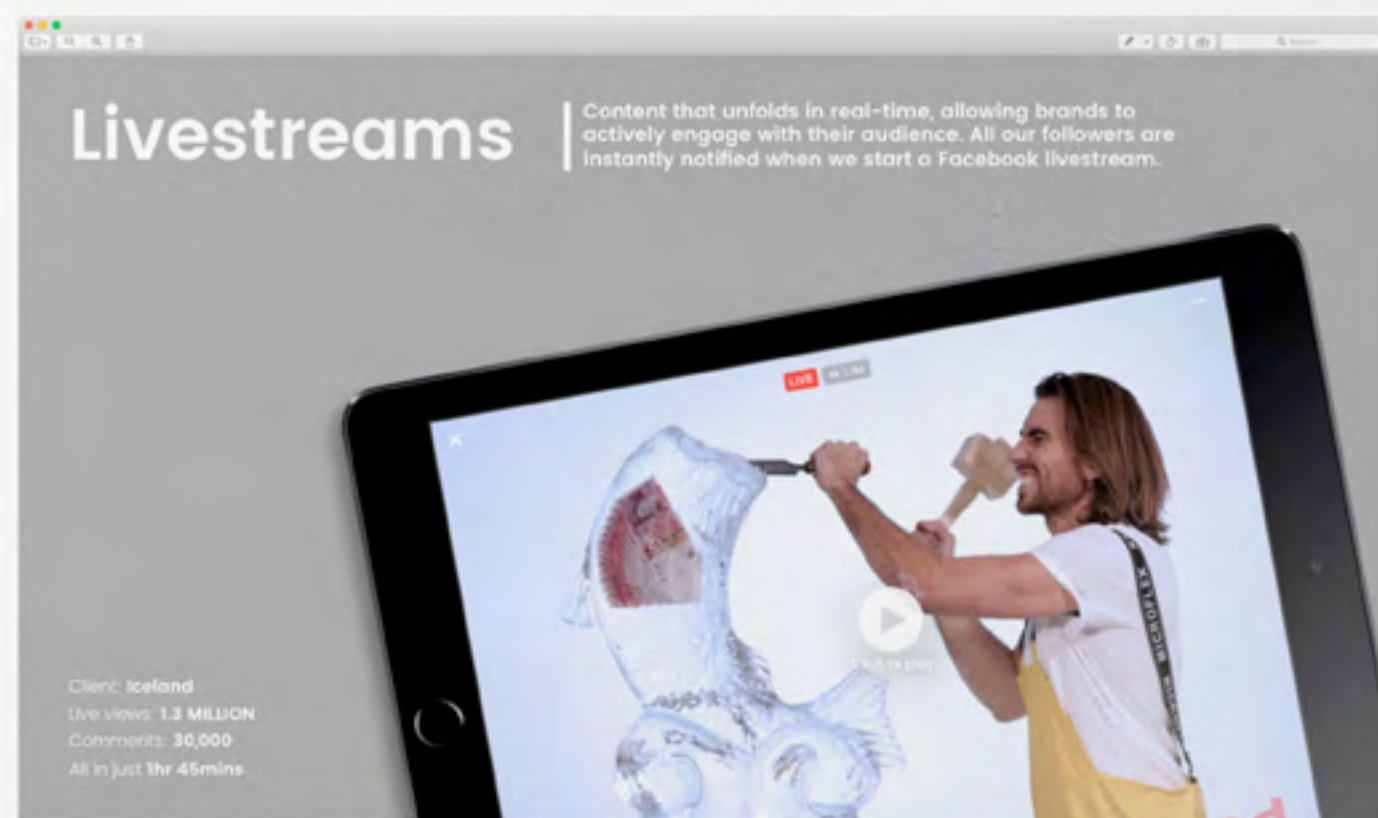
Jungle Creations is a startup running some of the biggest pages on Facebook and producing branded content for the social media.

While supporting several teams within the company, I was defining the brand's consistent visual language through the design of all presentations and templates, online assets, display banners and being in charge of the website design refresh.

At times, I've had an hour or two to create a logo or mockup a business card or a letterhead, thus it was an amazing experience in a fast paced environment.








And evenly split...

50% women
50% men



TWISTED

A cooking channel, filled with unique recipe videos that are prepared by our chefs and shot in our kitchen studios

- Followers after it was launched
- 4th biggest page in the UK for branded content in 2016 (even though it only launched half way through the year)
- 1.7 billion video views in it's first year of publication, all on original in-house videos

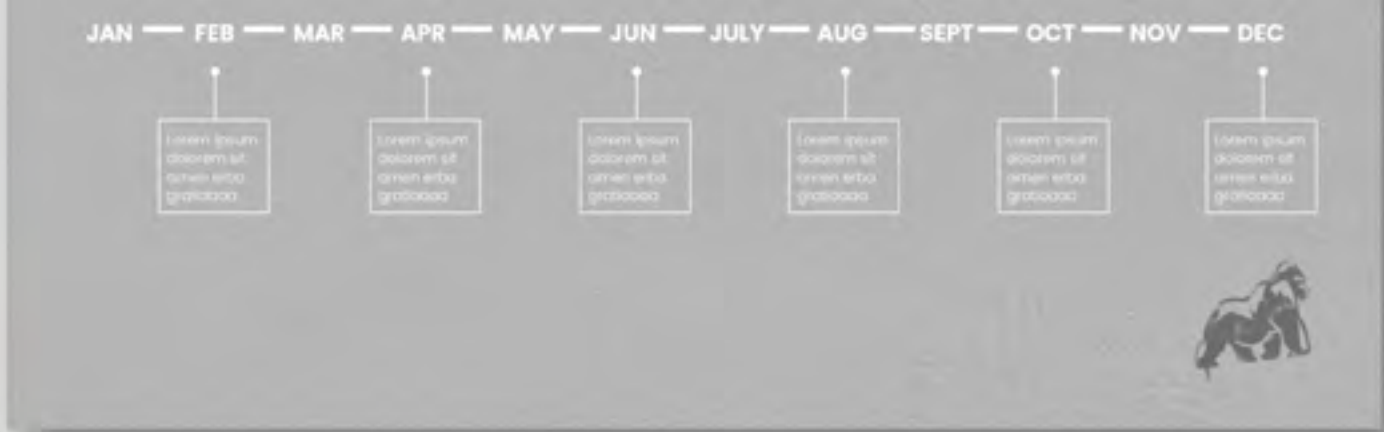
FOOD ENVY

A community of food lovers, sharing everything from restaurant tips to spicy eating challenges

- Followers: 3.8
- 200 million views
- 30 videos with 10 million views

BOSH!

The biggest vegan page on Facebook, championing plant-based food




Highlight of performance

	Benchmarks	Performance
Reach	0,000,000	0,000,000
Average views	0,000,000	0,000,000
UK Views	0,000,000	0,000,000
Total Engagement	0,000,000	0,000,000

Viral Videos

Original viral concepts that are produced by our award winning in-house team. We guarantee clients a minimum of 1 million views on each of these films.



Click to play

Client: kindness.org
Views: 51 MILLION
Shares: 770,000
Website clicks: 180,000

Client: Greenpeace
Views: 2.5 MILLION
Greenpeace's all time highest audience retention on a video

Client: Thortful
Views: 15 MILLION
Shares: 55,000
Likes: 700,000



social is cheaper and more effective for brands

- We average 7 million views on each branded video we make
- 46% of consumers said they've made a purchase as a result of watching a brand video on social
- Advertisers have increased their investment in digital video by 114% over the past two years
- 9 out of 10 brands and agencies are shifting spend from TV into digital channels

The Insight

Our Objective

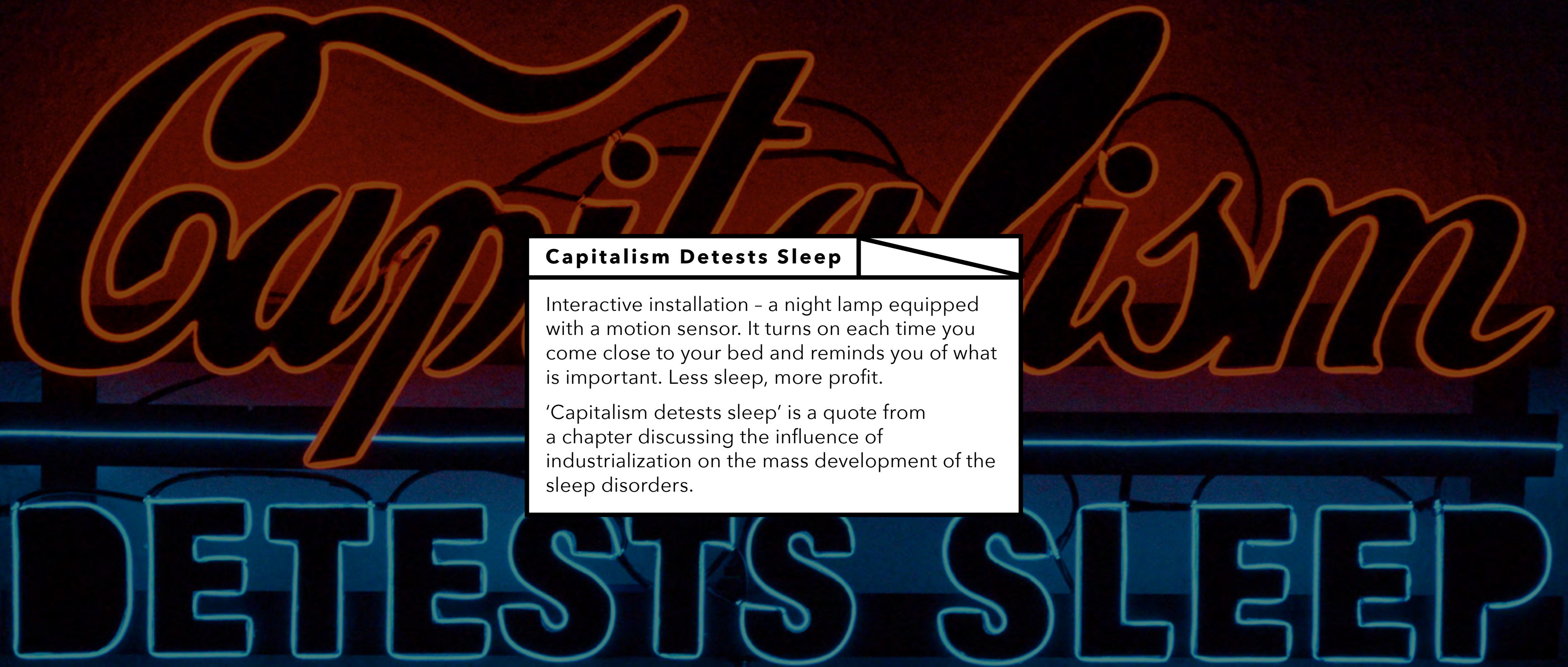
Week 4: Design

Infrastructure - Laravel + Backbone

Create Fixtures for testing

PLEASE DO NOT EDIT





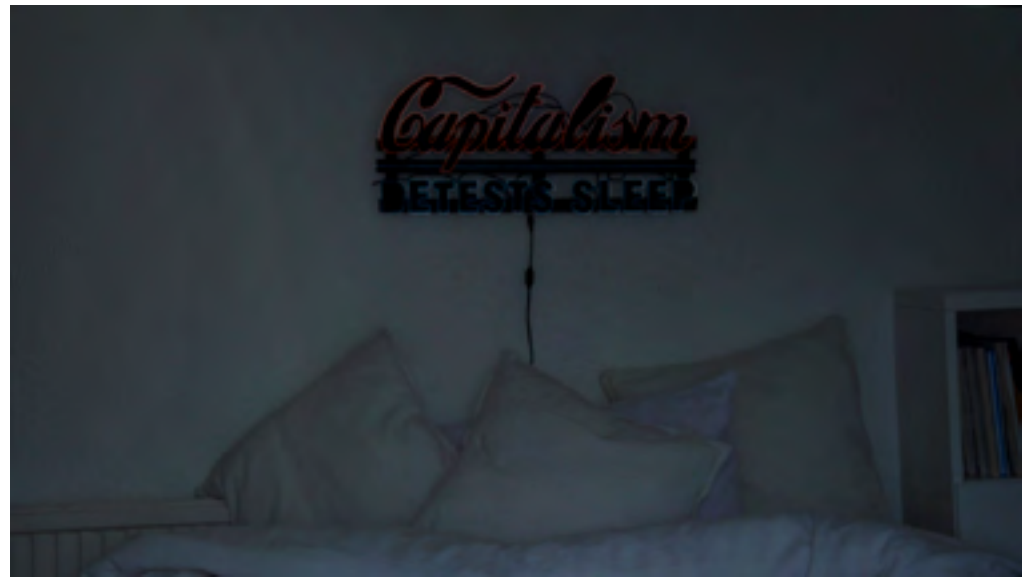
Capitalism Detests Sleep

Interactive installation – a night lamp equipped with a motion sensor. It turns on each time you come close to your bed and reminds you of what is important. Less sleep, more profit.

‘Capitalism detests sleep’ is a quote from a chapter discussing the influence of industrialization on the mass development of the sleep disorders.

Capitalism

DETESTS SLEEP

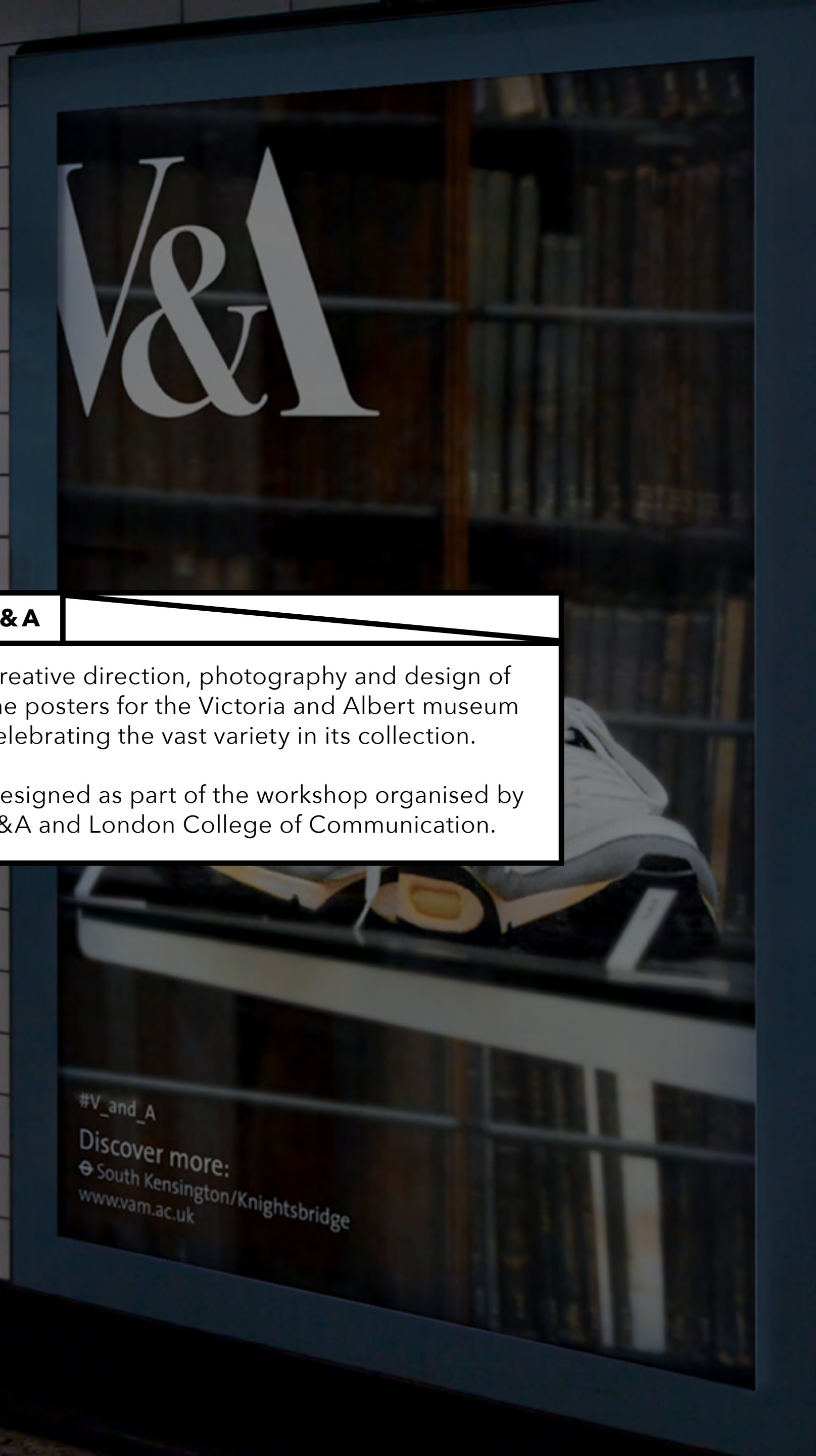




V&A

Creative direction, photography and design of the posters for the Victoria and Albert museum celebrating the vast variety in its collection.

Designed as part of the workshop organised by V&A and London College of Communication.





V&A

Discover more:
📍 South Kensington/Knightsbridge
www.vam.ac.uk



V&A

#V_and_A
Discover more:
📍 South Kensington/Knightsbridge
www.vam.ac.uk



Great Green Wall

Proposed online ads/GIFs for the Great Green Wall project by Venturethree and the United Nations. The striking colour combination and simple yet surprising narratives were developed to ensure that the clips are noticed when used in the saturated online environment.

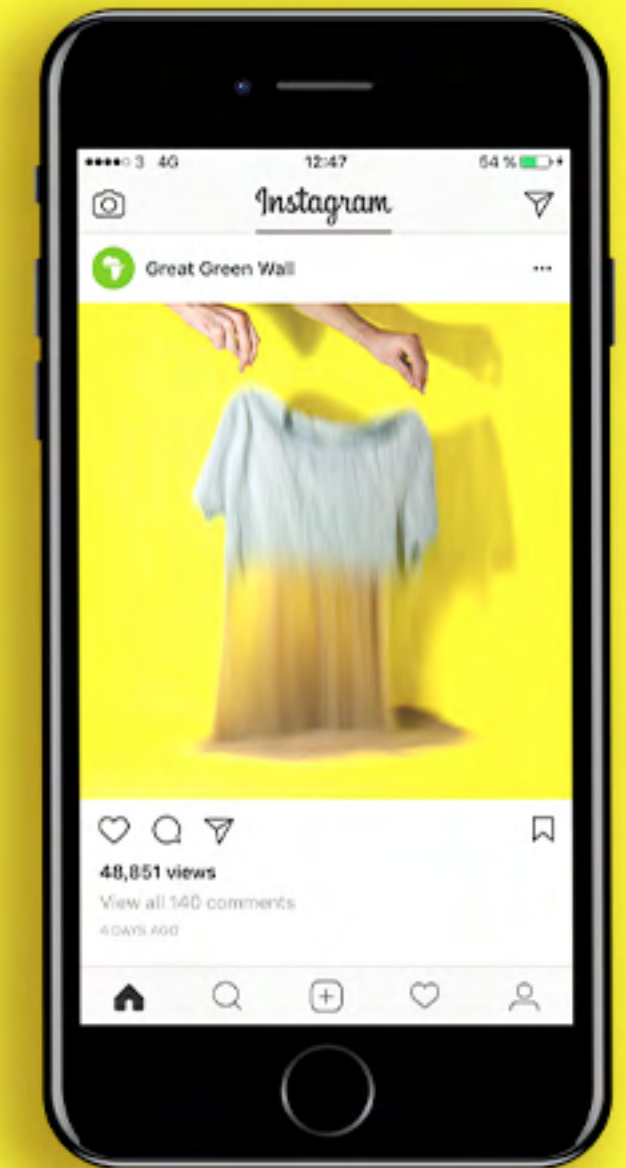
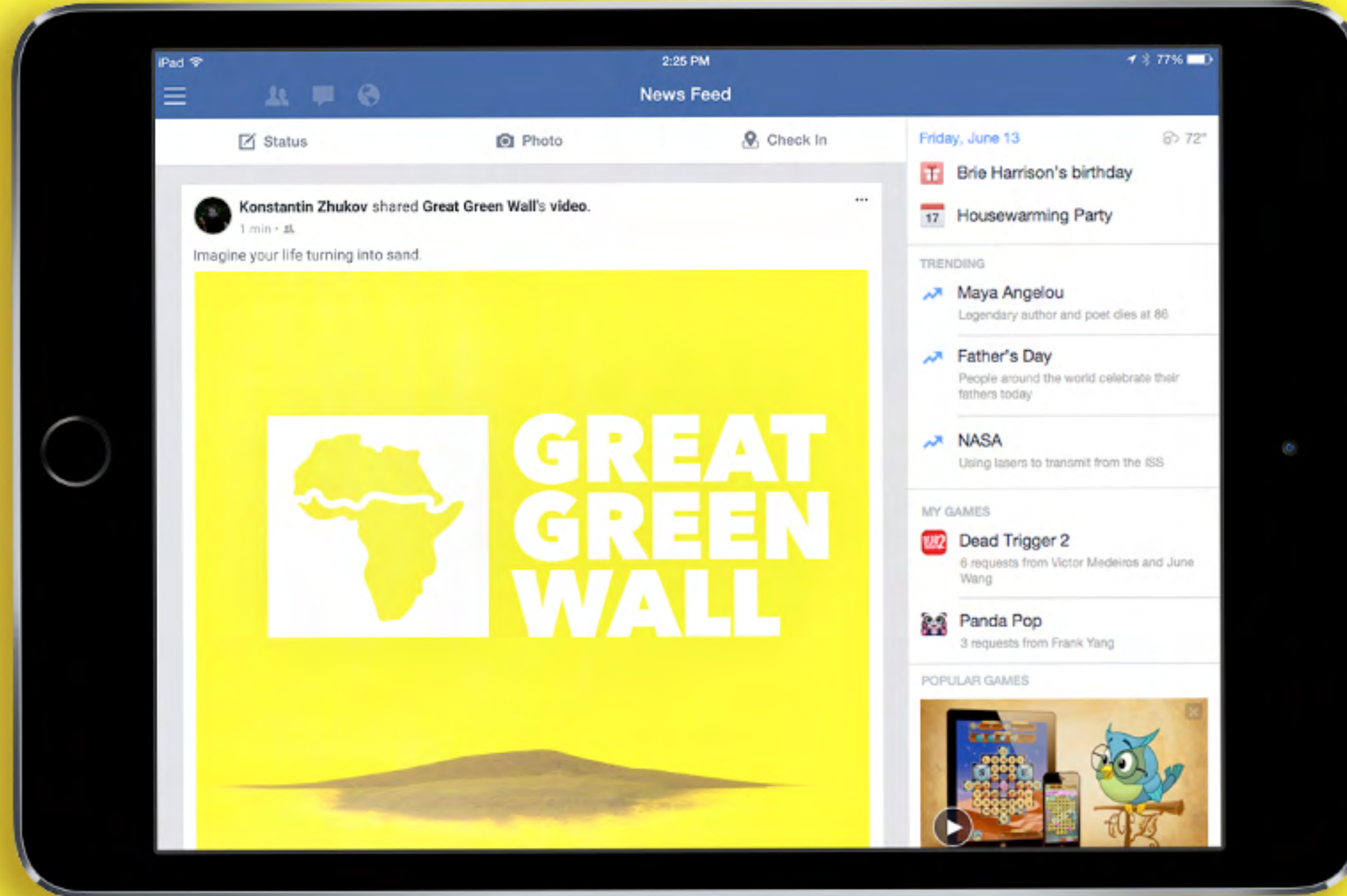
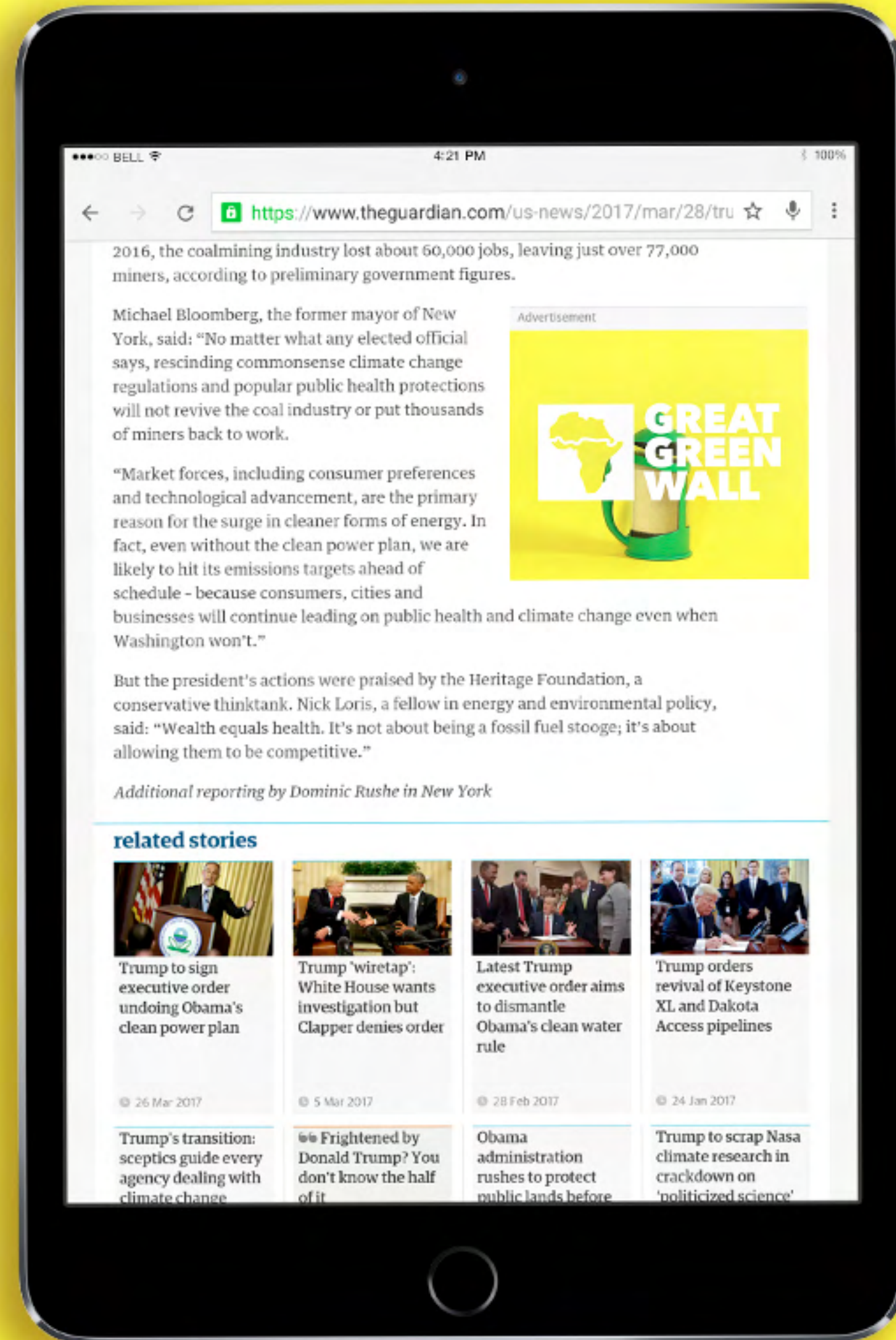
GGW is an initiative of the UN and a number of North African countries which plans to plant a wall of plants across Africa at the southern edge of the Sahara desert as a means to prevent desertification.

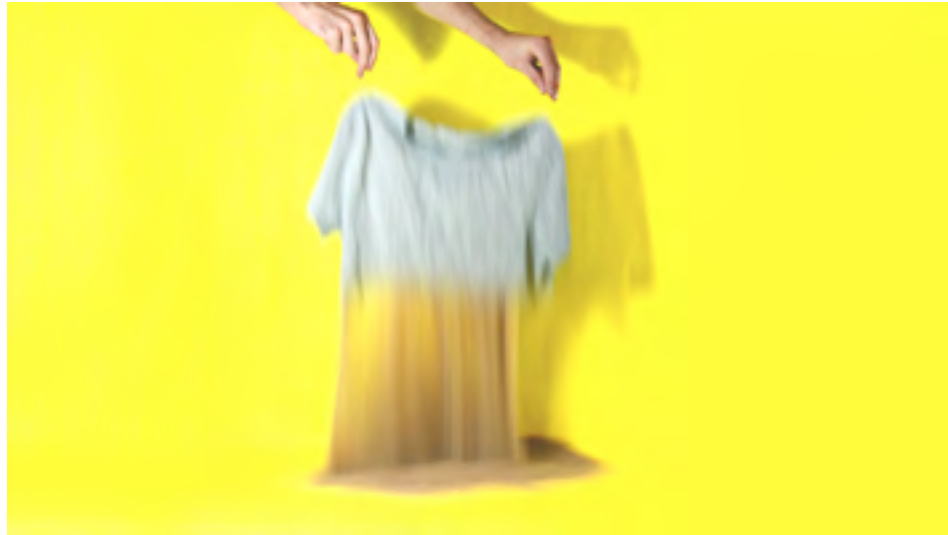




GREAT GREEN WALL







[Click here to watch the video](#)



Homoerotic Arabic Poetry

A series of self-published photographic zines and prints on homoerotic Arabic poetry from the Middle ages. I have researched, art directed, photographed and designed the edition.

These zines were presented for the first time at Paris Ass Book Fair at Galerie Arts Factory Bastille in March 2017.









Ah, how I savored
That mouthful of cucumber.





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Ah, how I savored
That mouthful of cucumber.