Daria Smyrnova

Brand & Packaging Designer

Los Angeles, CA · Authorized to work in the U.S. without current or future employer sponsorship
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SUMMARY

Los Angeles-based Brand & Packaging Designer with 7+ years of experience across graphic design, visual communication, packaging, and brand identity for hospitality, consumer brands, and independent businesses. Skilled in developing thoughtful visual systems from concept and visual direction through packaging, print, and digital applications.

SKILLS

Brand Identity · Packaging Design · Visual Communication · Typography · Layout Design · Visual Direction · Brand Guidelines · Dielines · Product Visualizations · Marketing Collateral · Digital Assets · Production-Ready Files

TOOLS

Adobe Illustrator · Adobe Photoshop · Figma · AI-assisted workflows: ChatGPT, Claude, Recraft, OpenAI Codex

EXPERIENCE

Brand & Graphic Designer — International Hospitality Group | 2024 – 2025

- Developed visual identity systems for hotel, restaurant, and café projects across 50+ approved brand touchpoints: print, menus, packaging, signage, uniforms, digital assets.
- Created brand guidelines covering logo usage, typography, color, patterns, and print/digital applications.
- Prepared production-ready files and technical specs; collaborated with project managers, interior designers, culinary teams, and hospitality managers throughout the design process, from first mood board to final delivery.

Independent Brand & Packaging Designer — Independent Practice | 2020 – Present

- Created brand identities, packaging, print materials, and digital assets for independent businesses, startups, and digital platforms.
- Developed projects from concept and visual direction to final artwork and production-ready files; adapted identities across menus, signage, social media, and collateral.

Packaging & Graphic Designer — APE Incorp | 2020 – 2023

- Designed and maintained packaging systems for consumer product lines across boxes, pouches, bags, and labels, including core, special, and limited-edition lines across 30+ SKUs.
- Prepared print-ready files for individual production runs of up to 20,000 units; created product visualizations and key visuals for marketing, sales, and digital use.
- Designed print and digital collateral, including promotional and sales materials, in collaboration with marketing, sales, and production teams to maintain visual consistency.

Graphic Designer, Packaging & POSM — Igrushka Design Bureau (Printing Industries) | 2018 – 2020

- Designed packaging, corporate gift boxes, and POSM structures from prototype to production.
- Built dielines and prepress files for UV printing, plotter cutting, CNC, and laser cutting; created physical mockups and material tests to support production.

SELECTED PROJECTS

O:NA — Forest Gastro Space (Brand Identity System, 2025–2026) · Giuseppe — Italian Restaurant (Brand Identity System & Packaging, 30+ brand touchpoints, 2024) · Harbey — Hospitality Complex (Brand Identity System, 50+ brand touchpoints, 2024) · Consumer Product Packaging — 30+ SKUs (individual production runs up to 20,000 units, 2020–2023)

Case studies: dariasmyrnova.com

EDUCATION & LANGUAGES

English — Professional working proficiency · Ukrainian — Native · Russian — Native

Moscow State Stroganov Academy of Design and Applied Arts — BA, Industrial and Product Design (2014–2018)