Portfolio Cross Section

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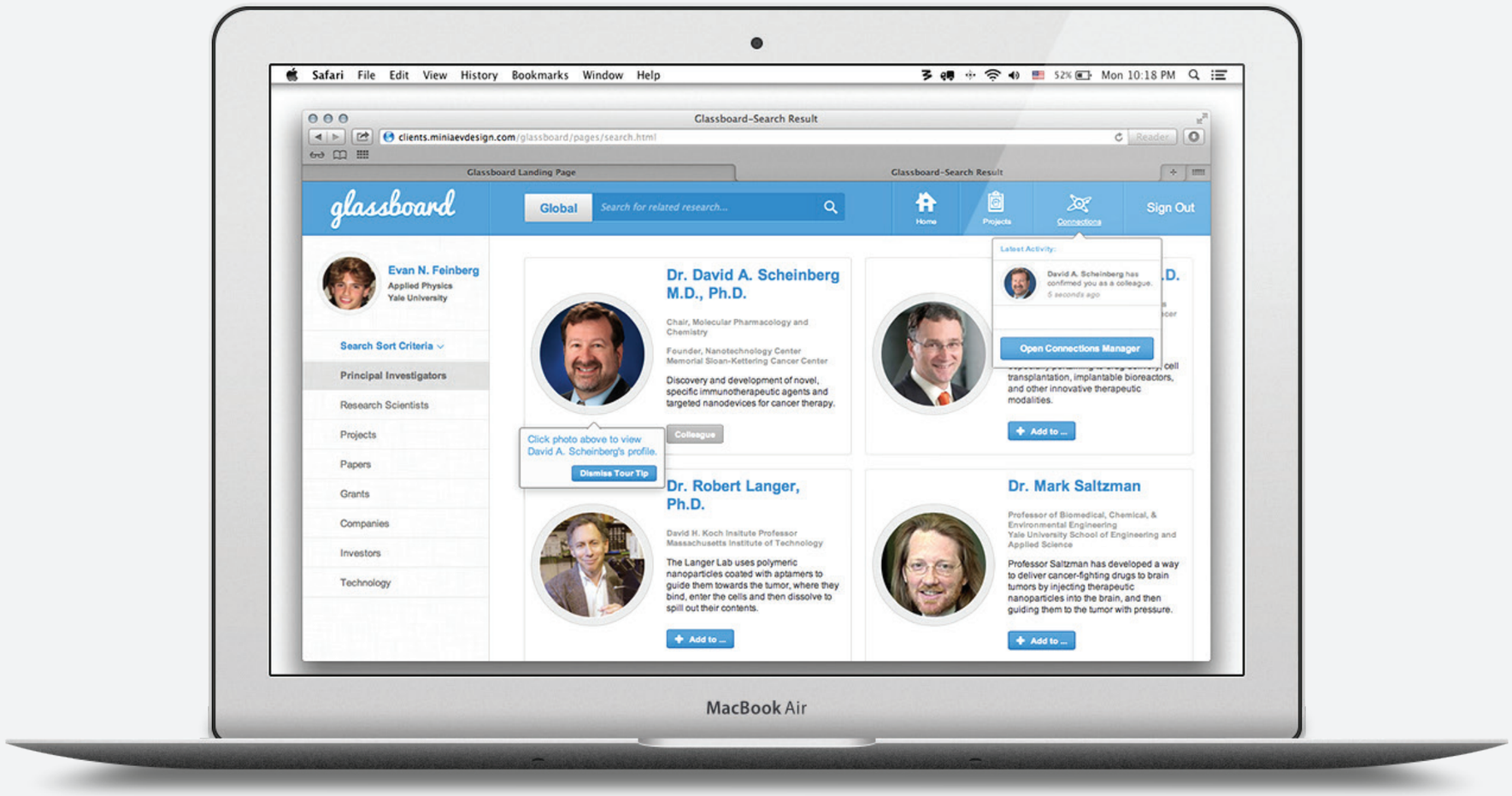
WEB & INTERFACE

GRAPHIC

WEB & INTER-FACE



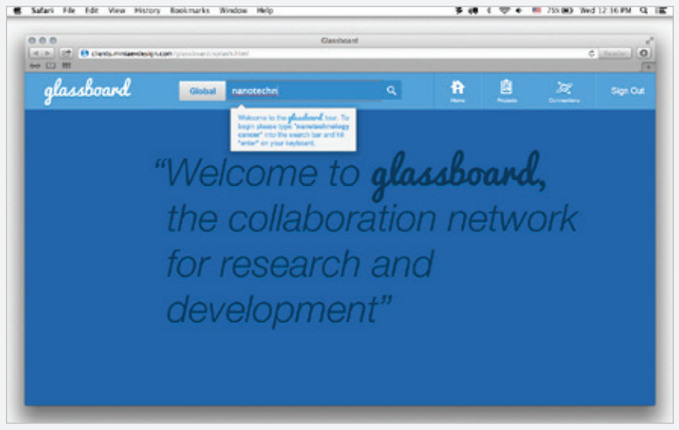
Glassboard.me

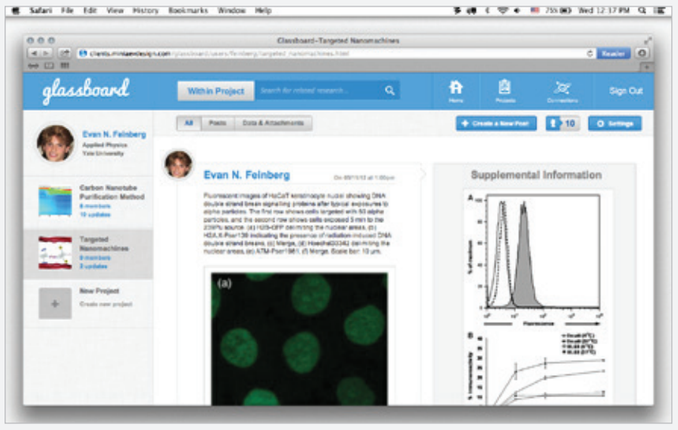
Status: Work-in-progress

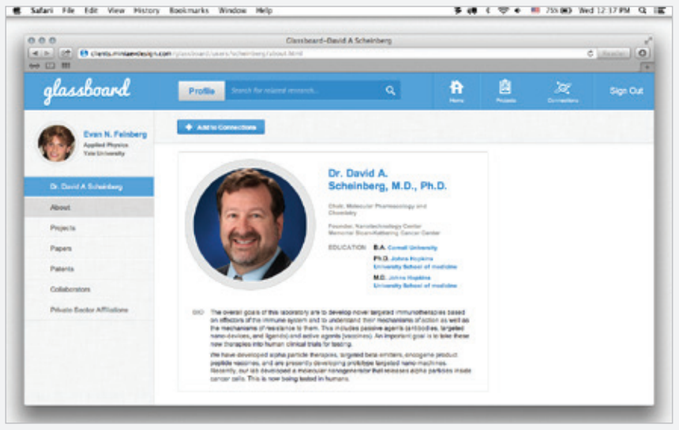
About: In May of 2012, I teamed up with a small group of brilliant scientists and programmers at Yale University to develop a novel, incredibly powerful and intuitive collaboration and identification network for research scientists. As of yet, the world of research science is plagued by poor communication—so bad in-fact, that the best way to project manage is through email. Therefor, Glassboard has created a powerful, yet easy-to-use project management suite that helps collaborators manage their team research. Furthermore, we have patented a search algorithm, BrainRank™, that allows scientists to find potential collaborators that are much more closely linked to them (through mutual work, colleagues, etc).

Responsibilities: I am the Lead Designer and have designed and implemented (through a combination of HTML5/CSS3 and Javascript/jQuery) the entire user interface and portions of the user experience. We are still in prototype stage with the project, but I have personally created a demonstration site, which helps explain the Glassboard workflow.

Link: http://miniaevdesign.com/glassboard







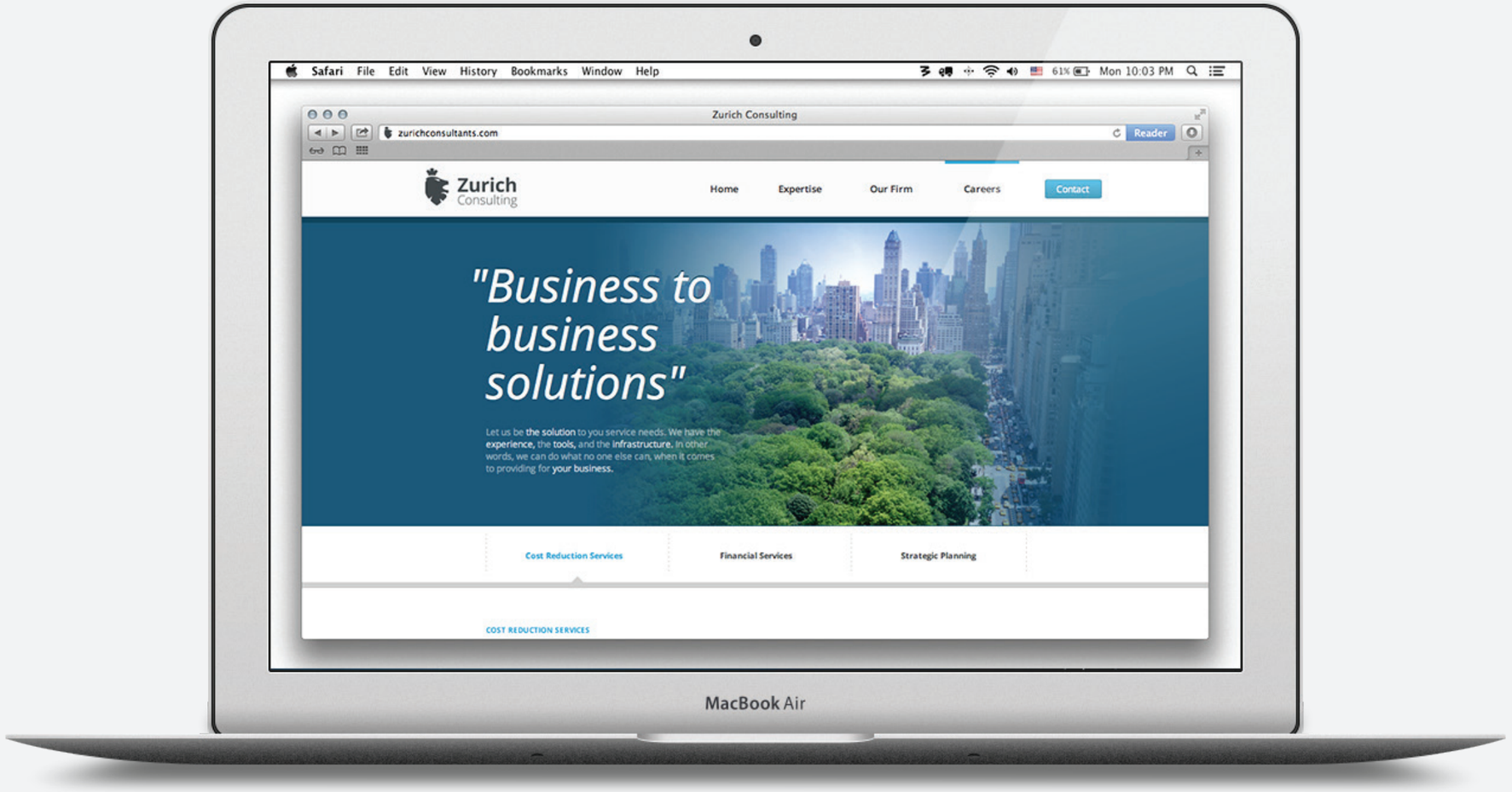
Zurich Consulting

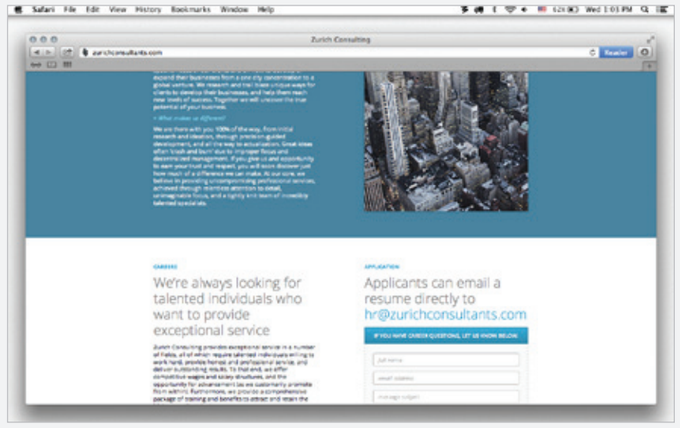
Status: Completed

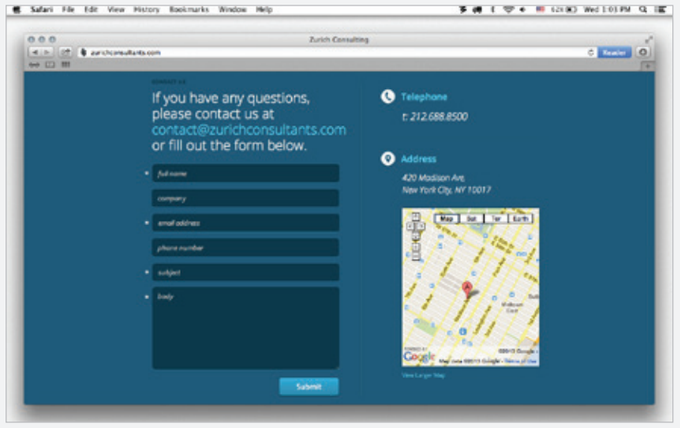
About: In June of 2012, I was contacted by Zurich Consulting in New York City. Zurich Consulting is a new company which seeks to help other businesses with a number of services, ranging from security to financial planning. I quickly discovered during our initial meetings that Zurich had no brand, no logo, and, most importantly, no website. Therefor, I was asked to design a logo and a web site that would be simple, yet sophisticated. I was able to do so quickly and efficiently, leaving an extremely pleased client.

Responsibilities: I created the logo, various art directions, and final artwork for the website. I then took this final artwork and transformed it into a fully dynamic HMTML5/CSS3 site, with UX functionality through jQuery, and PHP integration for contact/mailing features.

Link: http://zurichconsultants.com







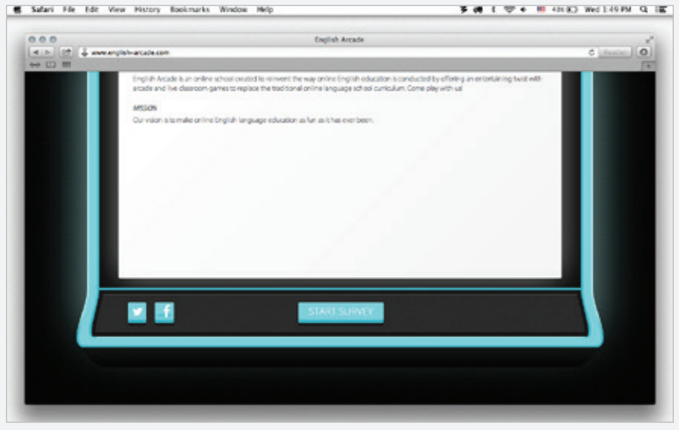
English Arcade

Status: Work-in-progress

About: I was recently contacted by a friend who, along with another contact and an English instructor, has started an online English learning experience for Asia, specifically China. The project is still in its infancy, but we have already made great progress, running marketing campaigns to gauge potential user interest, and using the results to create lessons and develop a brand. After spending many design sessions with the founders, we have decided to pursue the arcade/space motif as our general art direction, in order to give the site a vibe of interesting, fun, and engaging online education.

Responsibilities: I have designed the brand, the logo, the marketing material, and the website. I have further developed the website using HTML5/CSS3, jQuery, and PHP using Wordpress as the CMS to drive content delivery. Almost all aspects of the current site are CSS3, and images are used sparingly where it is physically impossible to use pure CSS.

Link: http://english-arcade.com



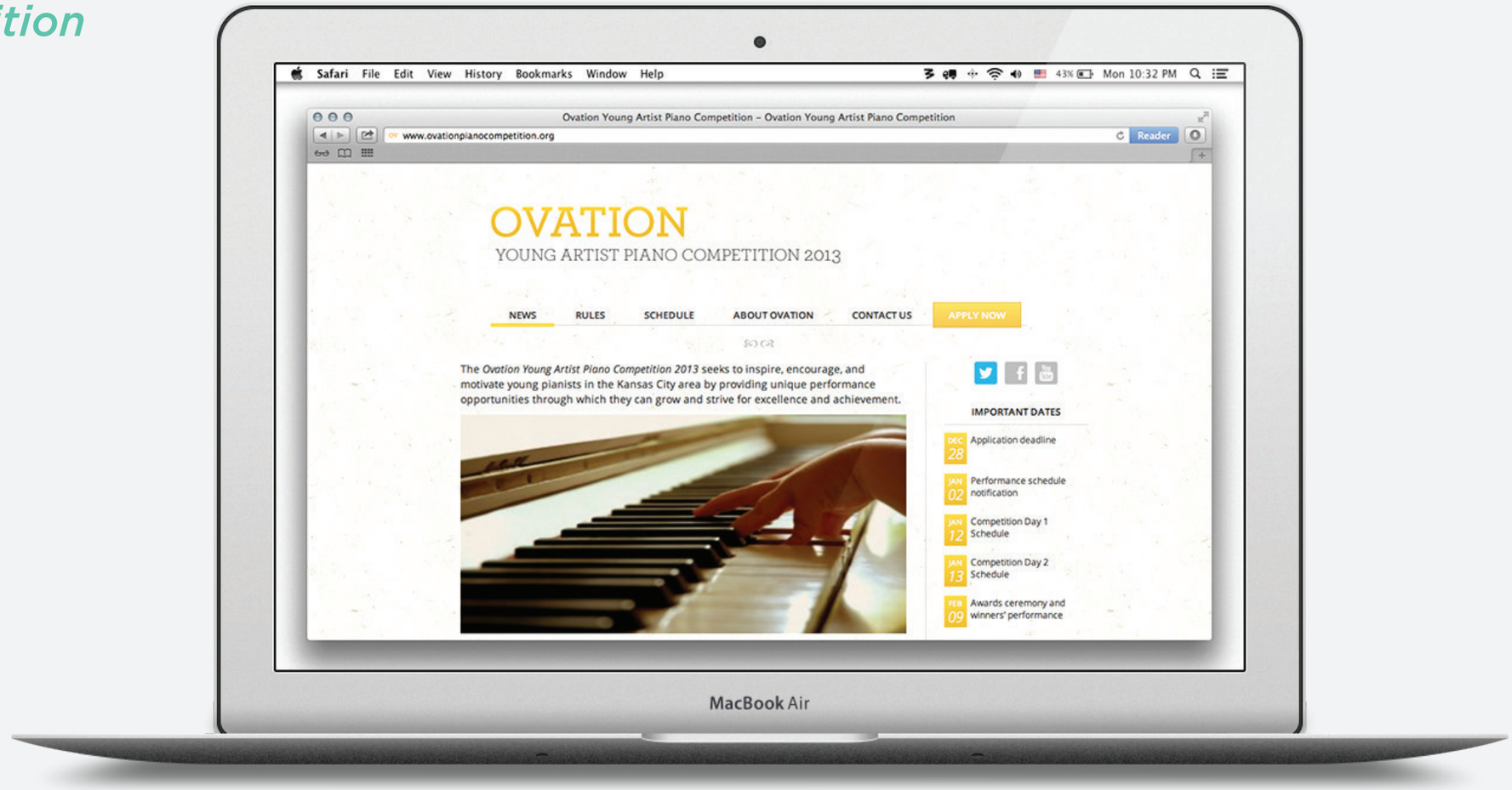
Ovation Piano Competition

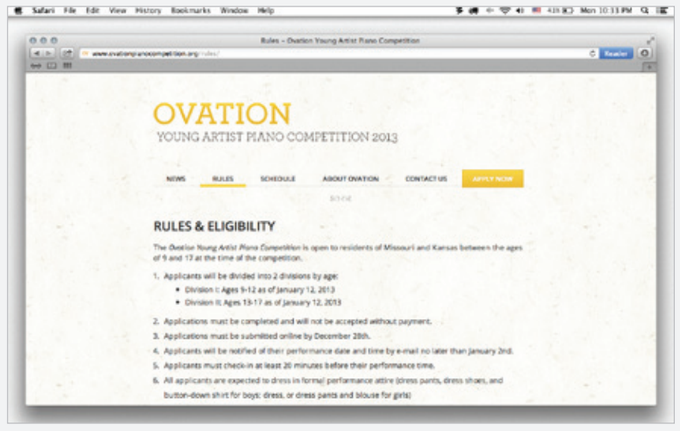
Status: Completed

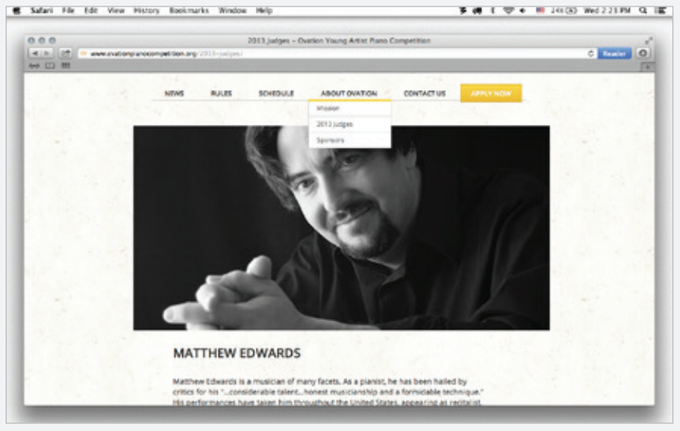
About: In November of 2012, I was asked by the loudenitch Academy of Arts and Music to help design a brand and website for their new project: the Ovation Young Artist Competition. The requirements of the site were fairly simple. There needed to be blog functionality, multimedia links, about, rules, schedule, and contact pages, and an online application. Furthermore, the entire site needed to be completed in under 2 weeks. Done and done. I finished the project in the necessary time, and the competition was a huge success!

Responsibilities: I created the logo, web design, and development of the site on the Wordpress CMS in HTML5/ CSS3, jQuery, and PHP.

Link: http://www.ovationpianocompetition.org







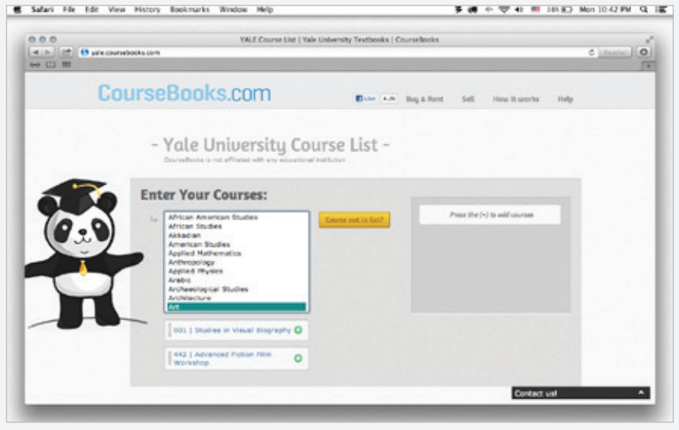
CourseBooks.com

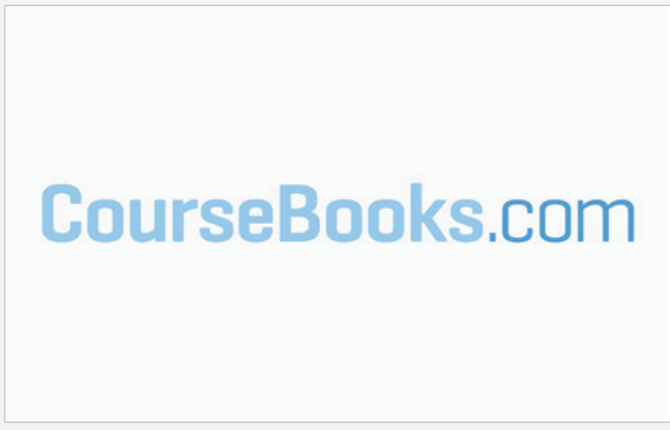
Status: Completed

About: In 2011 a Computer Science student at Yale University contacted me, requesting that I redesign the website for his brand-new startup: Books@Yale. Books@Yale helped students purchase necessary coursebooks at the lowest price by comparing online vendors and pooling the results in one location. Students selected their courses from a drop-down menu, and were presented with a list of books necessary for each course, and online-retailers with their various prices for these books. Students could populate shopping-carts right from the website, and then go to each respective retailer for checkout. Fast-forward 1 year: Books@Yale is now CourseBooks.com and business is booming.

Responsibilities: I designed the logo, website UI and UX, and the Panda mascot illustrations. Furthermore I created the HTML/CSS and jQuery for my client to incorporate into his back-end framework.

Link: http://coursebooks.com





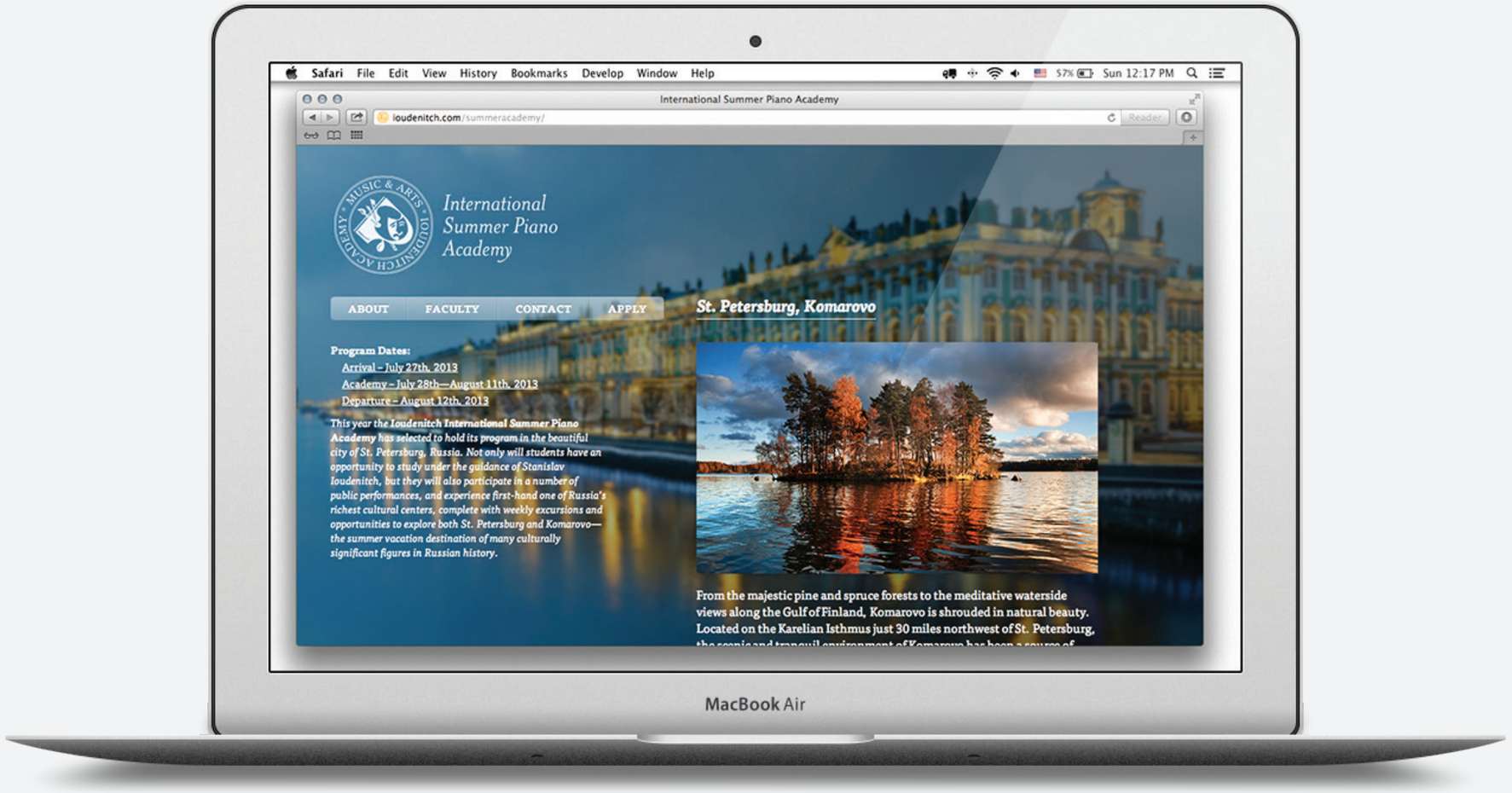
International Summer Piano Academy

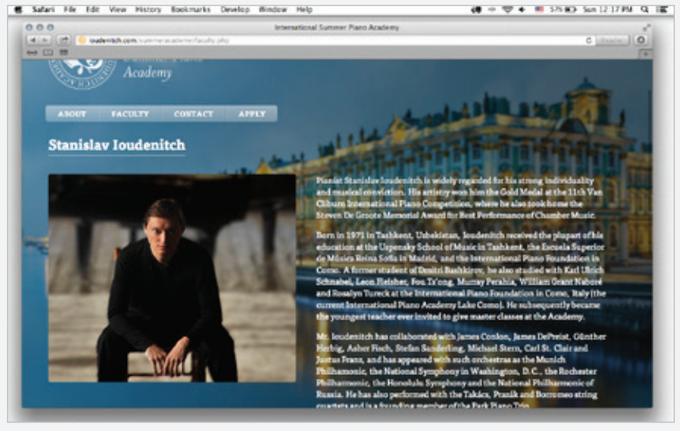
Status: Completed

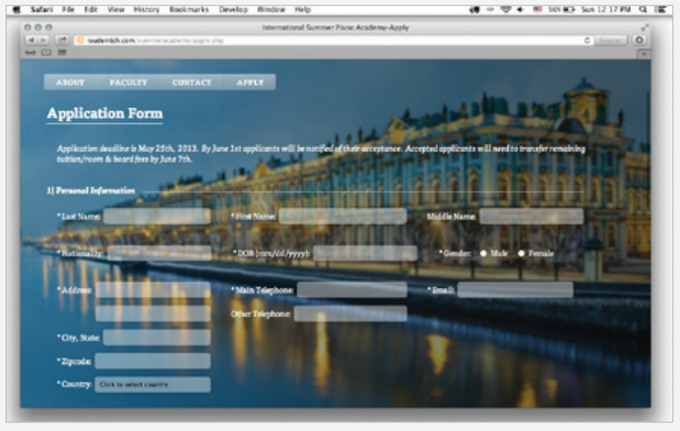
About: Recently Ioudenitch Academy of Arts and Music reached out to me once more. One of the Academy's professors, Stanislav Ioudenitch, has a yearly Summer Piano Academy for which he wished to create a web-page. Since the summer academy is carried out in a new city around the world each year, I came up with a design that would allow customization, depending on location. Furthermore, as this is yet another project of the Ioudenitch Academy, I developed branding that would tie this project visually to the Academy itself.

Responsibilities: I created the supporting branding, art direction, and final artwork. I then took this final artwork and transformed it into a fully dynamic HMTML5/CSS3 site, with UX functionality through jQuery. Form elements were custom, as was the PDF form generation script during payment selection.

Link: http://www.ioudenitch.com/summeracademy/

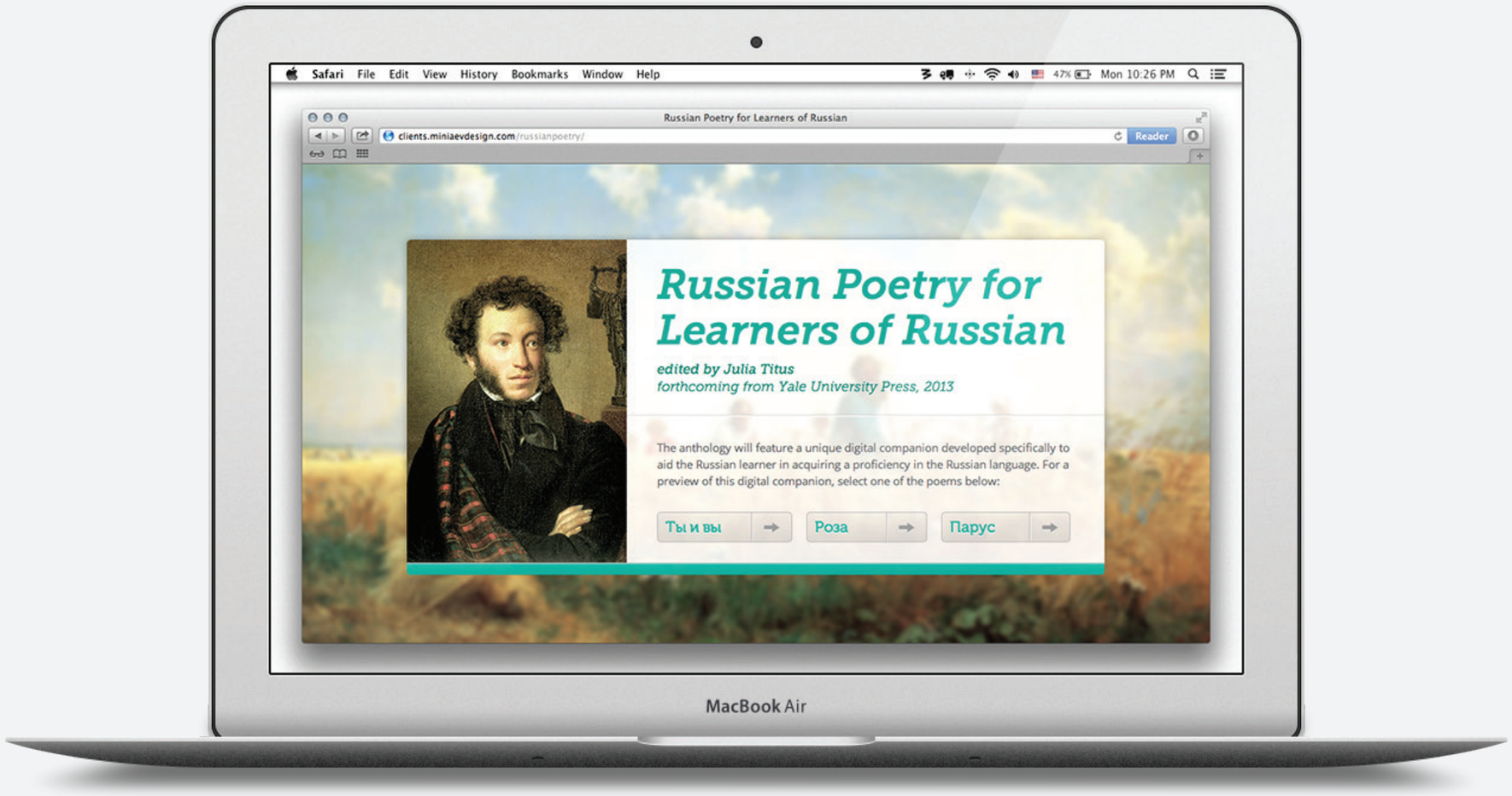






MUSIC & ARTS * IOUDENITCH ACADEMY *

International Summer Piano Academy



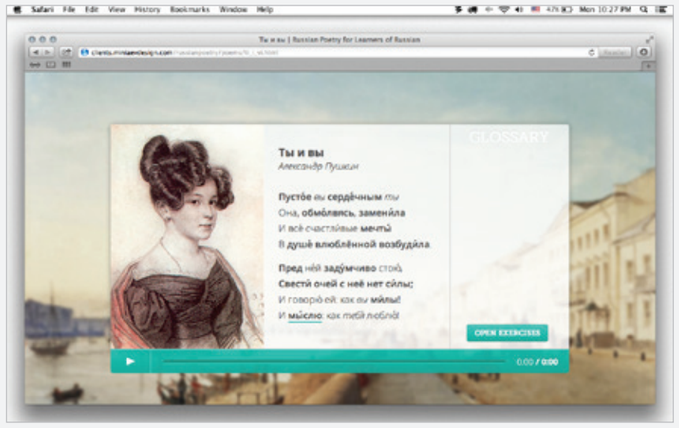
Russian Poetry Digital Companion

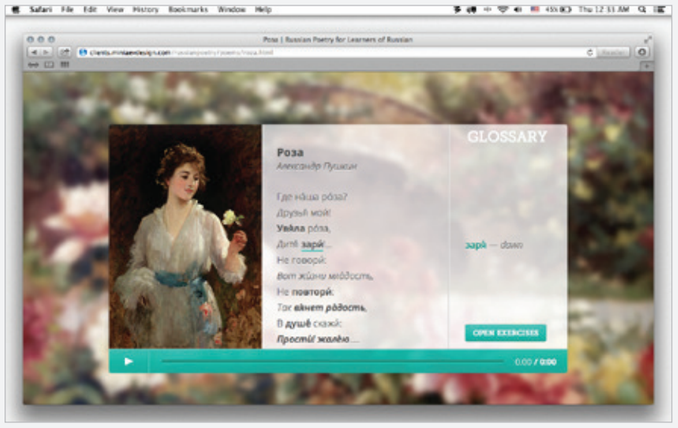
Status: Work-in-progress

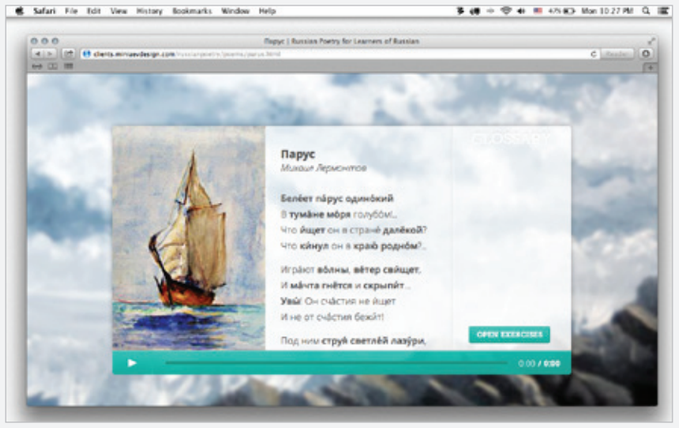
About: In late 2012, I was contacted by a professor of Russian at Yale University. Professor Titus, has developed a new method of helping students learn Russian, by authoring a book on Russian poetry, with a twist. The book contains original poems linked directly to a list of glossary terms, and a set of exercises associated with the terms and the original work. Professor Titus asked me to design a digital companion to her book, where students can not only read a poem, highlight glossary terms, and complete workbook exercise, but also listen to audio of a narrator reading the poem or section of poem. The resulting website was presented at the largest Slavic Convention in the US in November of 2012, and garnered critical acclaim with the attendants. At the moment, I am working with Professor Titus to port my designs to her other digital companion project for a Dostoevsky short story.

Responsibilities: I created the art direction, final art, and the HMTL5/CSS3 with jQuery UX.

Link: http://clients.miniaevdesign.com/russianpoetry







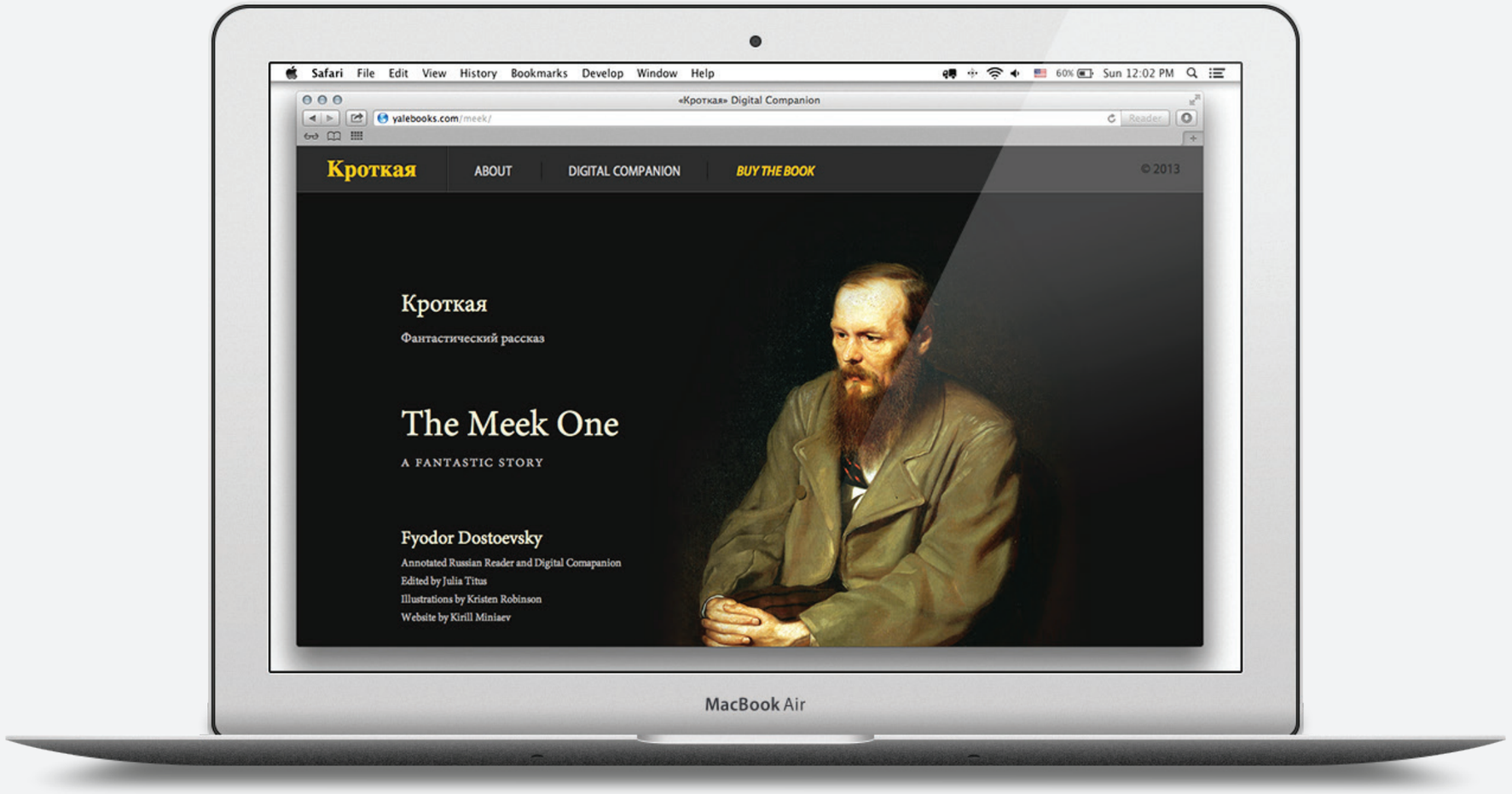
Dostoevsky Digital Companion

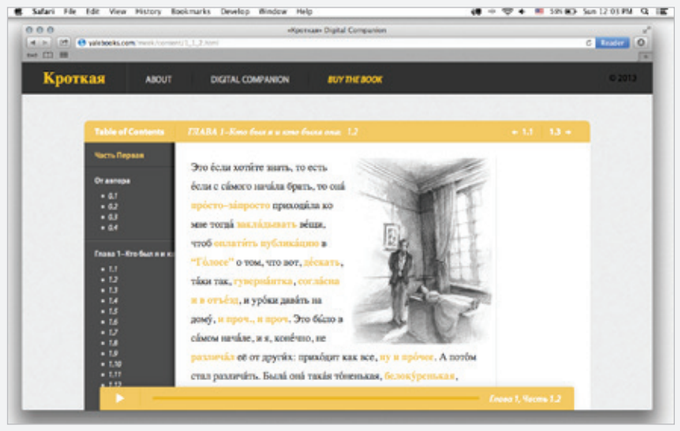
Status: Work-in-progress

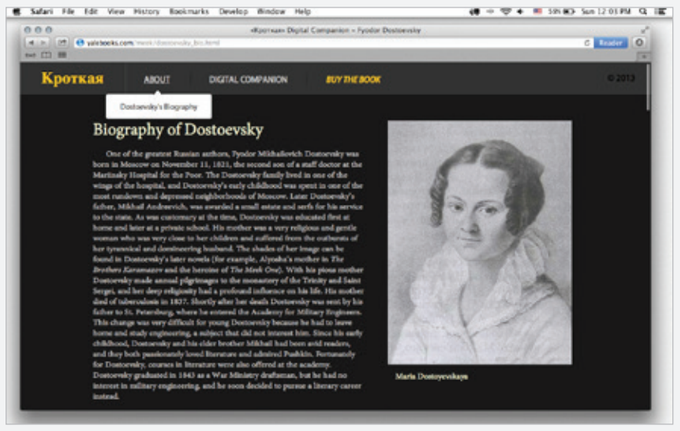
About: Again in early 2013, Professor Titus contacted me to help develop a “digital companion” to her Dostoevsky “The Meek One” reader. This reader is a unique work of educational material, where a student can not only read the short story in Russian, but can immediately see glossary terms for unknown words in the gutter, and solidify learning through a series of exercises related directly to each chapter int he back of the book. Professor Titus, wished for me to create a website that would be a companion to this printed material. The website would present the story in a ‘chunked’ fashion (similar to the sections on the book), offer glossary terms on the fly, and—most importantly—play back audio for each section for the student to follow along as they read. At the moment I am working to incorporate exercises and vocabulary cards into the site. Furthermore, the original book, along with this site has been put up for a national award in Russian pedagogy.

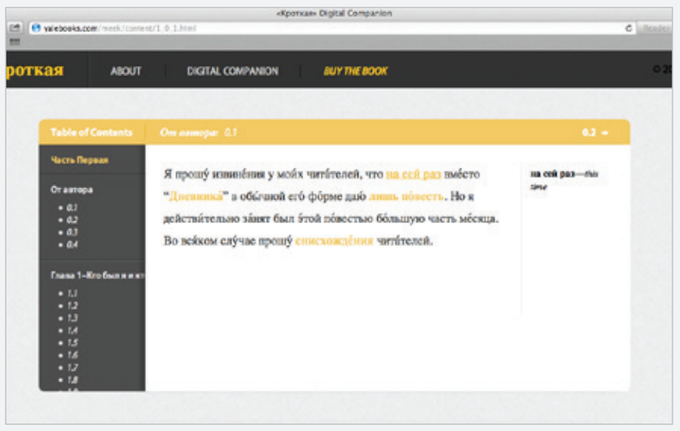
Responsibilities: I created the art direction, final art, and the HMTL5/CSS3 with jQuery UX.

Link: http://yalebooks.com/Meek/









Real Estate Locater App Concept

Status: Concept

About: I developed art direction and pixel-accurate UI and UX elements for a potential real estate locater iPhone app. This design features many novel search and filtering options, along with listing management, and a conglomeration of features, poorly designed or implemented in other real estate apps.

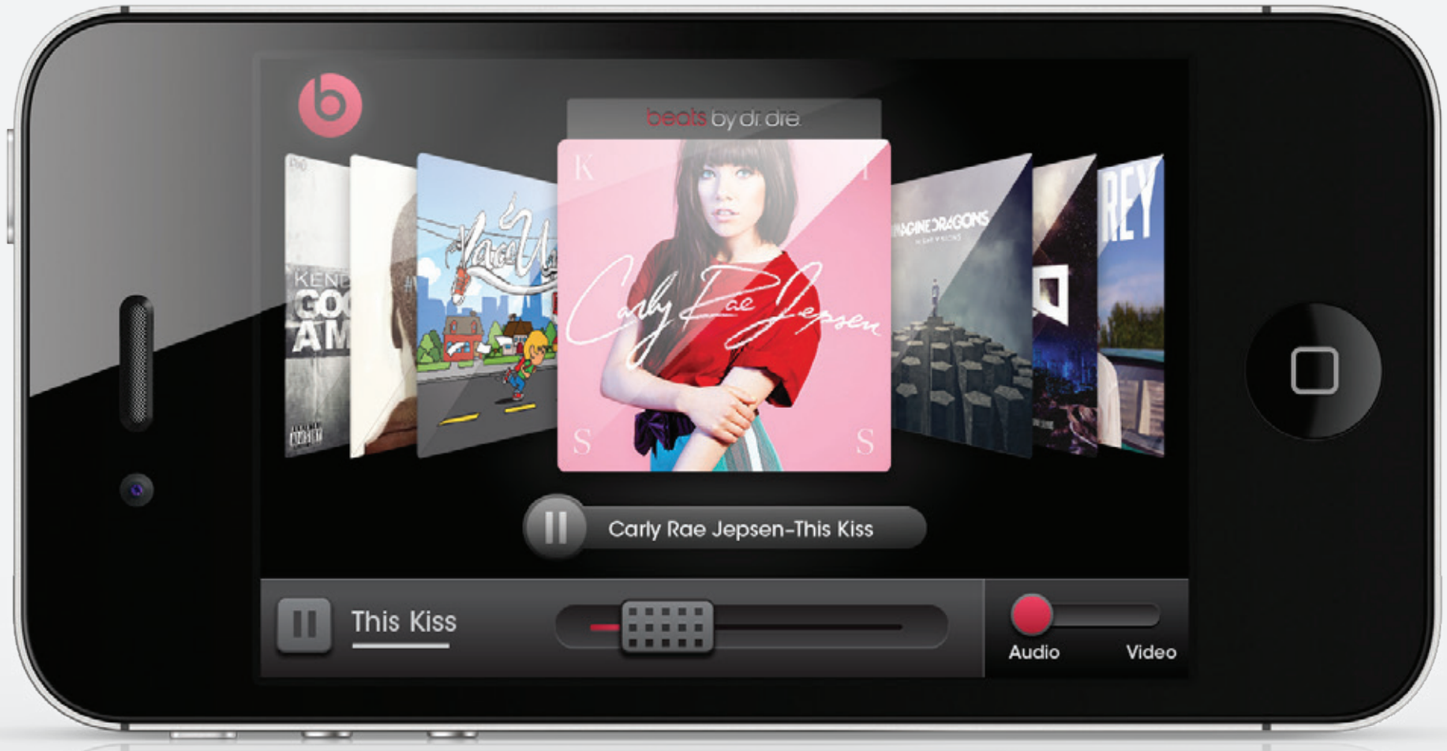
Audio Player Design for beats by dr. dre®

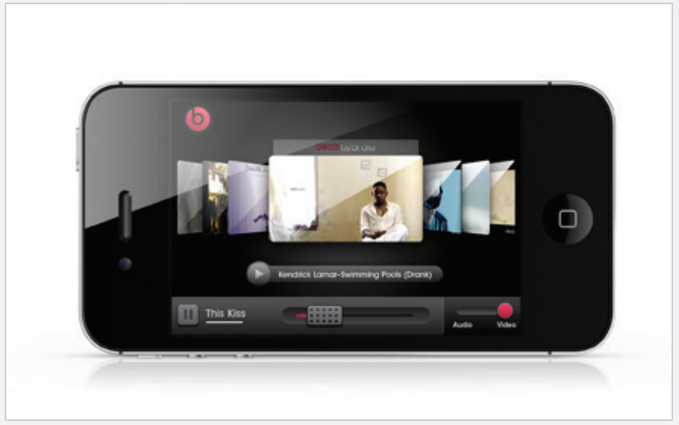
Status: Completed

About: In October 2012, BareSkull Innovation, where I fulfill the roles of Art Director and Head of Print Production, was contracted by Beats by Dr. Dre to design and roll-out $1.5 Million worth of Beats Point-of-Purchase displays for Best Buy. Roughly 1/3 of the displays were to feature live-audio sampling in the field, and the audio was to be provided by an Apple device mounted into the display face. I was responsible for creating the UI for the custom BeatsPlayer App that the end-user would interact with when auditioning audio. Since October, BareSkull has created another $2-$2.5 million worth of POP displays that all feature the Apple device control system with custom audio player.

Responsibilities: Art direction, and asset creation and preparation for iOS development.

Demonstration: Best Buy, Target, and Fry Electronics locations that feature the BareSkull designed Beats displays.





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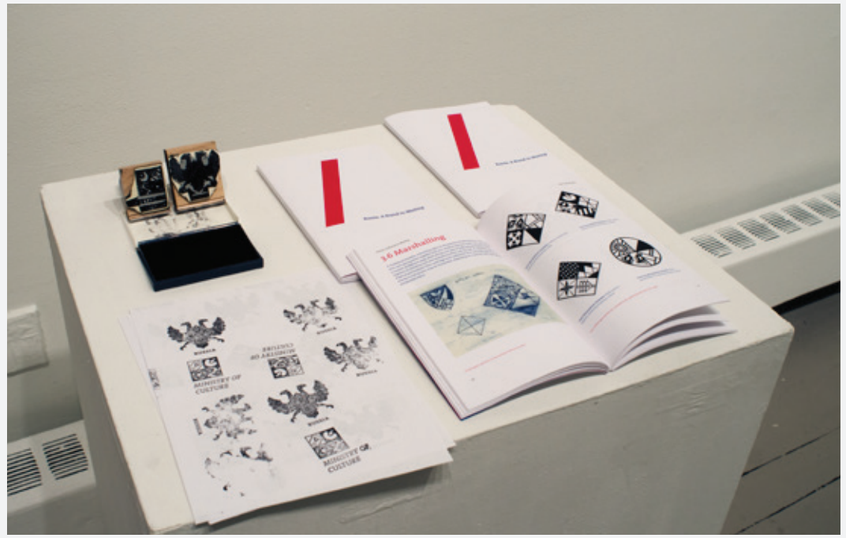
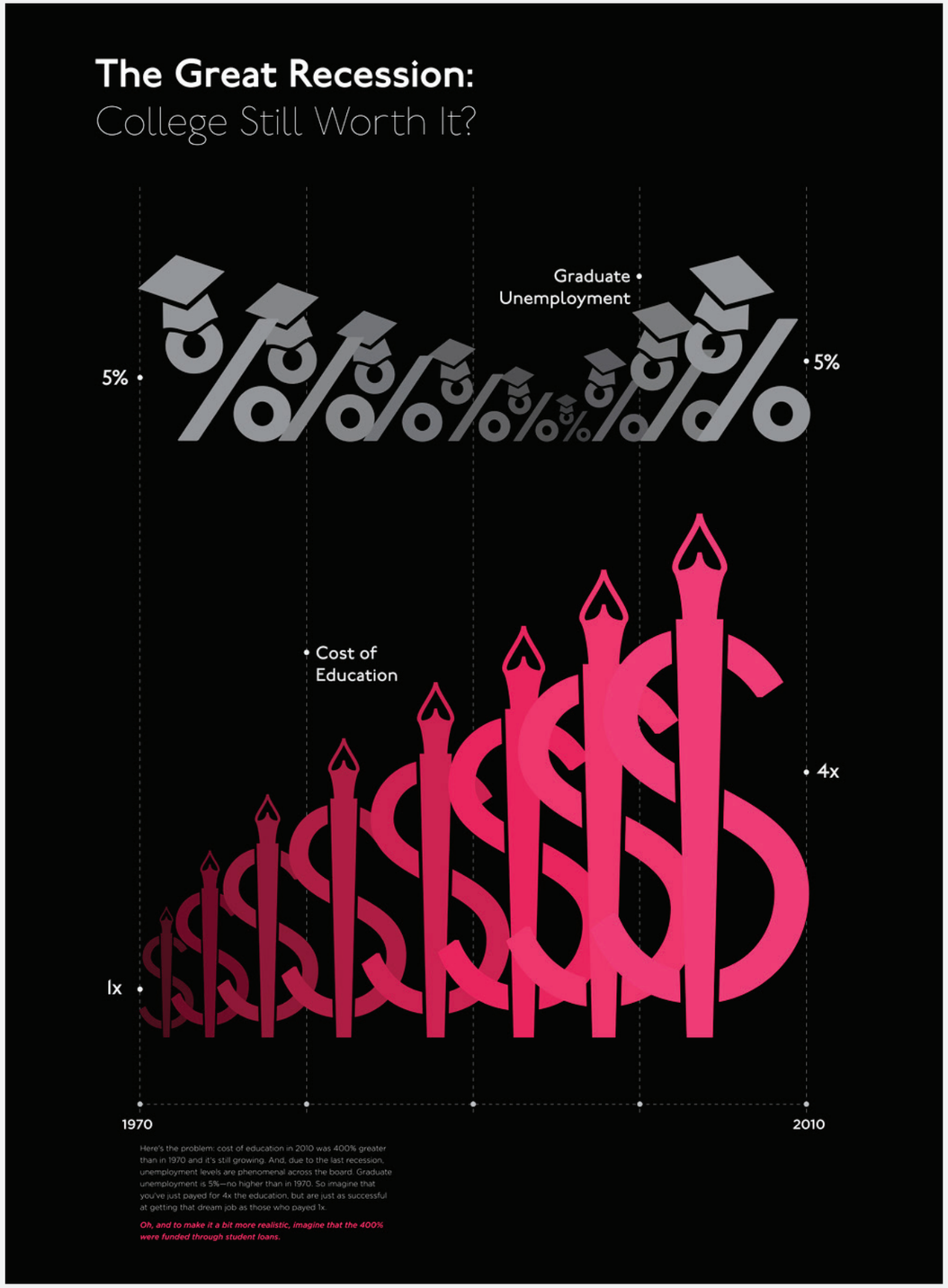


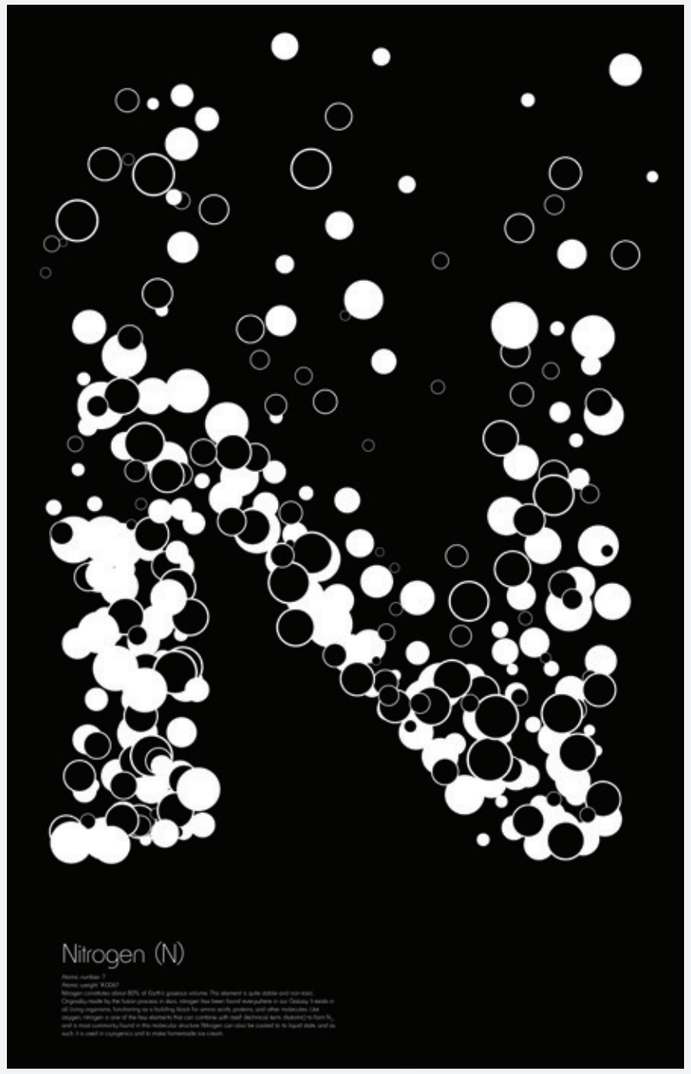
Russia: A Brand-in-Waiting

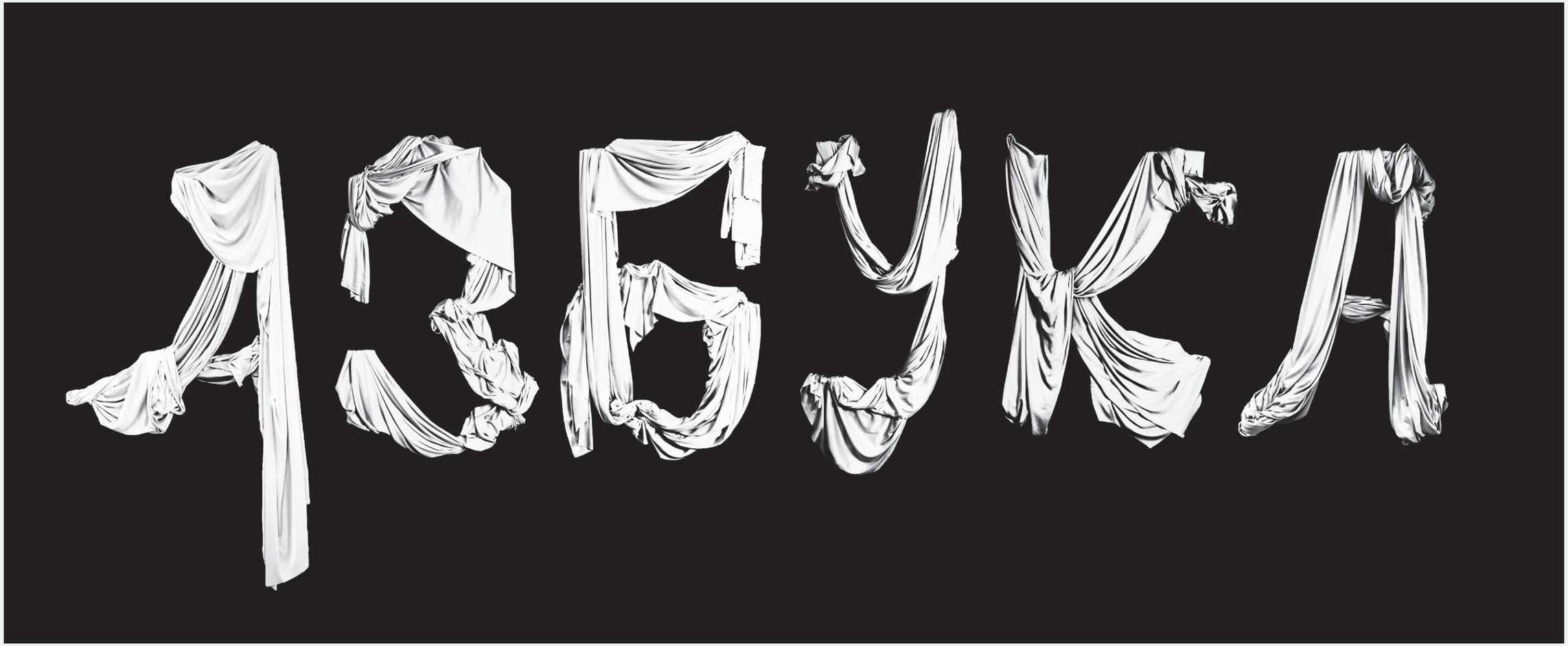
About: For my Senior Project in Graphic Design, I decided to refresh the perception of Russia on the global stage. Russia has had a tumultuous past, full of extremes and uncertainties. However, the country and culture are very old, and its a shame that this wealth of information hasn't been promoted or reflected almost at all in the present 'brand'. Therefor, after a 3-month long audit process, I distilled Russia into my image for the 'Russia of tomorrow'. This new Russia embraces an updated double-headed eagle crest, free from religious connotations, but aligned with its historical past. The royal eagle resides on a newly refreshed flag, with unique, bold, diagonal stripes. The 'shield' on the eagle's chest becomes a motif, which stretches into every ministry within the Russian state, and becomes a logomark in each ministry's personal brand. Furthermore, the updated country brand and ministry brands lend themselves for creating promotional material, such as the mock-poster campaigns from the Ministry of Culture.



Posters

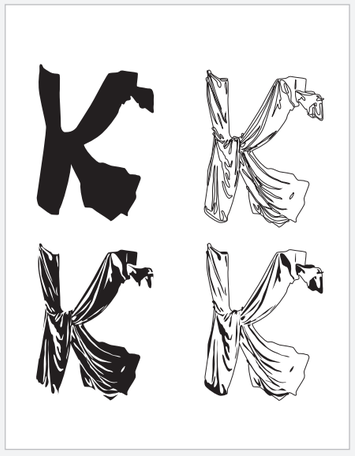
About: A set of various posters designed for a number of projects and campaigns from the years 2008–2012.





Kazak Typeface

About: In Fall of 2011 I had the privilege of participating in an independent typeface design class with two fellow students and an amazing faculty advisor. Our advisor pushed us to find an artistic vision beyond the typical digitalization of an existing historic typeface, and so I embarked on a month long research project to identify that, which I would be passionate about. I began exploring Russia, and very quickly stumbled across fantastic images of Kazak culture and tradition, specifically clothing. I was immediately attracted to the Kazak pant style, which is extremely baggy around the legs, but tightly cinched at the waist and ankles. I took art direction from this image, and after purchasing a bolt of red fabric, began experimenting with various ways in which I could drape the fabric to create letterforms. After many days of experimentation, I began successfully creating balanced forms, which I proceeded to photograph. These photographs were then taken into post production and distilled into their most graphic forms. The final step was vectorization for potential future application. A video detailing the process and all final letterforms can be viewed here: http://vimeo.com/kirillminiaev/kazak



Identity Crisis

About: At its core, Graphic Design concerns itself primarily (and mostly) with the layout of type and the beauty of a letterform. And graphic designers, as they learn to tame the visual nature of a written word, begin to collect beautiful examples of existing typographic treatments, and even combinations of letters and typographic forms. Eventually many designers start trying to create their own letterforms, or they develop and modify their penmanship seeking to make it more beautiful. In my own work, I began experiencing an attraction to exactly this hand-drawn nature of the letterform, both in its personal incarnations, such as diaries and doodles, and in public work, such as hand-inked signage, posters, and logos. I began collecting, and eventually compiled into printed form, a short book filled with examples of hand-drawn letterforms. I asked people to draw their favorite letter for me on a white, 8.5"x11" piece of copy paper with a black Sharpie. I took the most interesting letters and blew them up way beyond their original size, cropping-in onto inconsistencies of the strokes and other interesting features. I then opposed these personal letterforms with photography of public letterforms, found on signs and posters around New Haven, CT. Lastly, I stumbled across a wonderful article in the New York Times titled "Identity Crisis" by Alex Kuczynski, in which she narrated her realization that a personal signature no longer means anything in the modern, technologically advanced world. I hand wrote this article in-between the letterforms in my compiled book, thus tying together the visual and ideological natures of the written word/letter.

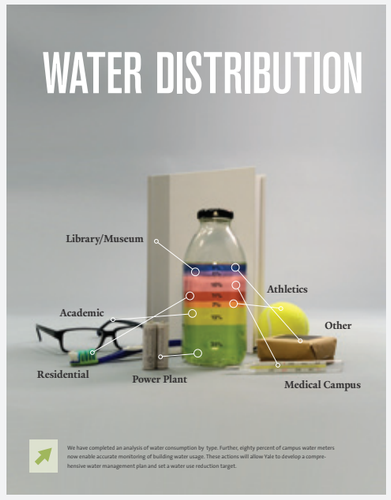
ЛОГОТИП—
МИНИСТЕРСТВО КУЛЬТУРЫ РОССИИ

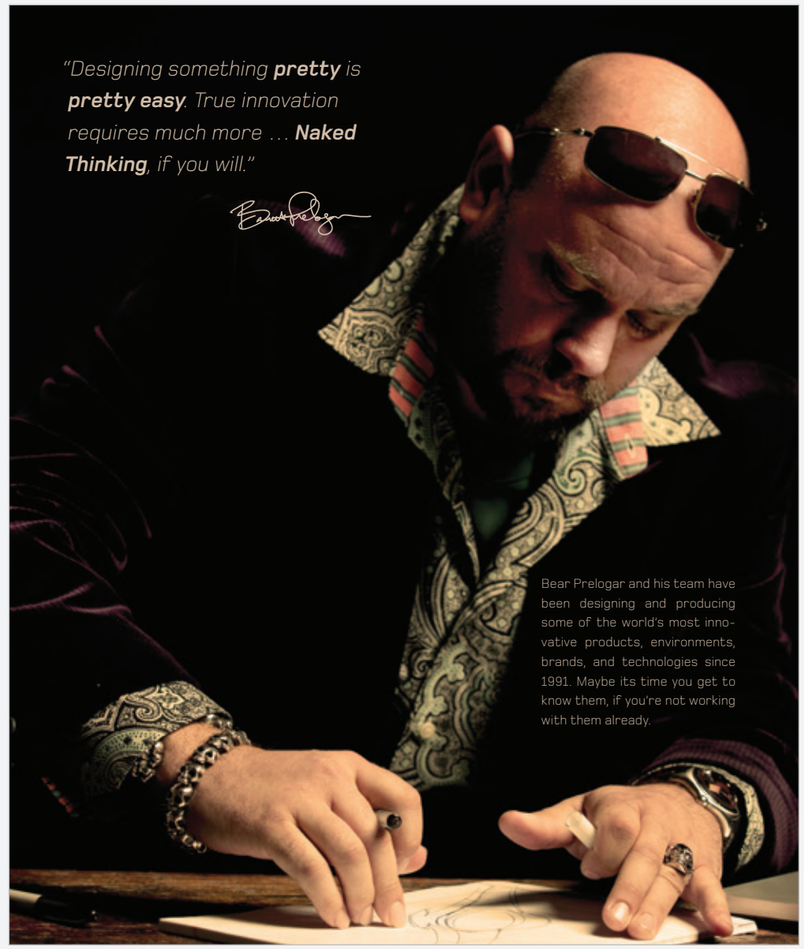
MINISTRY OF CULTURE REBRAND

About: Identity systems are a fairly modern development in logo design, and provide unique design constraints, which, when overcome, often yield wonderful results. How does one go about designing not one logo, but a system through which any number of logos can be created, no one better or worse than the previous? So when I was presented with the challenge of building an identity system, I first needed to select the proper institution to 'brand' in this manner. At the time of this project, I had already started planning for my Senior thesis, and so while researching Russia, became interested in its Ministry of Culture. The end result of my design process was an identity system composed of concentric circles, the smallest of which contains images of modern Russia, the central—cultural works such as patterns, painting, sculpture, or architecture, and the largest—images of historical Russia, be they Czarist history, Communist history, or other. An animated motion design video explaining the proper creation of a Ministry of Culture logo can be found at this link: http://vimeo.com/kirillminiaev/mkrf

2011 Progress Report— Yale Office of Sustainability

About: Working as a research assistant and designer for the Yale Office of Sustainability, I was asked to create a short document that would provide an update on Yale's developments in creating a more sustainable campus. In 2009, the president of Yale brought together a committee of faculty, staff, and students to develop a multi-point plan detailing Yale's efforts at reducing water, paper, and food waste, increasing recycling efforts, switching to energy saving technologies, and many other initiatives—all with a hard deadline of 2013. So in 2011, the Office of Sustainability needed a document that would inform the University of the results achieved thus far, and areas that needed significant improvement. I was asked to develop both the art direction and final design of the document, keeping in-line with the strict design guidelines of the Yale 'brand', yet still displaying information in an engaging and creative fashion. I chose to create photo-info-graphics that would, at a glance, provide the reader with pertinent statistics, and attract enough interest for continued consumption of the document. In the end, a limited run of the "Sustainability Update" pamphlets were printed and distributed to key staff and faculty members on campus, as well as to the president for presentation at international conferences and other high-profile events.





BareSkull Innovation Dealerscope Insert

About: The Dealerscope Magazine runs monthly issues detailing the developments and innovations in the retail and fixture worlds. In preparing BareSkull Innovation for the CES 2013 show, I was asked to design an 8-page insert, describing and showcasing BareSkull's most prominent work, to be printed and distributed to all members of the show and other subscribers (over 100,000 individuals). The design was completed in record time (1 week), and has continued to be used as prominent marketing material even after the show.