

SOPHIO CHKHENKELI

Brand Designer & Typographer

Tbilisi, Georgia | Open to Remote
(+995) 598 799996
chkhenkellisophio@gmail.com

CORE SKILLS

Brand Identity
Typography
Logotype Design
Art Direction
Visual Systems
Concept Development
Editorial & Layout Design

TOOLS

Figma · Adobe Illustrator ·
InDesign · Photoshop

PROFESSIONAL SUMMARY

I'm a brand designer and typographer with over 10 years of experience working across startups, cultural institutions, and corporate environments.

What interests me most in design is how visual language is built - especially through typography. I enjoy developing identity systems that feel clear, structured, and expressive at the same time.

Over the years I've worked in both large organizations and small startup teams, which taught me how to move between strategic thinking and hands-on design. Alongside my professional work, I also teach typography and layout, helping students understand how visual systems are constructed.

Currently I'm interested in collaborating with studios and teams that care about strong ideas, thoughtful design, and well-crafted visual identities.

EXPERIENCE

FOUNDER & ART DIRECTOR

Sophioc

2023–Present

Sophioc is a personal project where I explore Georgian typography through clothing and objects. The idea is to bring letterforms into everyday life and show the visual beauty of the Georgian alphabet.

I developed the brand identity, typography, and overall creative direction, translating typographic forms into wearable designs and visual communication across digital and physical platforms.

LAYOUT & TYPOGRAPHY & BRAND DESIGN MENTOR

Caucasus University, Tbilisi State Academy of Arts & Academy of Digital Industries

Feb 2022 – Present

I teach typography, layout, and brand design to students who are beginning their design careers. My focus is helping them understand structure, hierarchy, and how visual systems work in real design practice.

HEAD OF DESIGN

Key Difference Media - Blockchain Marketing

2020–2022

Led the design direction for branding projects for blockchain and tech startups. I worked closely with founders and marketing teams to develop visual identities and guide them into consistent systems across websites, presentations, and marketing materials.

I also managed a small design team and helped establish visual standards across multiple projects.

ART DIRECTOR (INTERNSHIP)

Jung von Matt Havel – Berlin

Apr 2022 – Jun 2022

Worked with the creative team on concept development and art direction for international campaigns. It was a great environment to observe how ideas evolve into strong visual concepts within a global agency.

EDUCATION

Art Direction Portfolio Program
Miami Ad School, Berlin
2020 – 2022

Bachelor of Media Art
Tbilisi State Academy of Fine Arts
2007 – 2011

EXPERIENCE

GRAPHIC DESIGNER
Bank of Georgia
2014–2018

Worked within the in-house design team of one of the largest financial institutions in the region. My role focused on developing digital and print communication materials while maintaining brand consistency across different campaigns.

BRAND DESIGNER (CONTRACT)
The Connect · Saviour App · The Link
2020

Worked with early-stage tech startups to develop brand identities from concept to execution. Created visual positioning, logotypes, and brand guidelines, while also designing web layouts and marketing materials to support product launches. Collaborated closely with founders and developers to shape the visual language of each product.

CO-FOUNDER & DESIGN LEAD
Powershare · CryptoZ
2018 – 2019

Co-founded two tech startups and led their brand development from the ground up. Defined visual positioning and identity systems, designed launch materials and digital assets, and supported investor communication materials and presentations during the early growth stage.

EARLIER EXPERIENCE

Graphic Designer - Aversi Pharma - 2011 – 2014

Visual Designer - Georgian State Pantomime Theatre - 2011 – 2014

Graphic Designer - Amarcord Group - 2010 – 2011

These roles helped build my foundation in print production, layout, and visual communication.

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