Maya Korolko

Senior Brand Designer & Art Director | Amsterdam

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I build visual identities that grow the business. Six years at Miro: from brand designer to leading the company-wide identity refresh, with global flagship events, community campaigns and product launch storytelling in between. I stay hands-on, art-direct the designers, agencies and partners, and build the systems that let teams run the brand without me in the room.

Senior Brand Designer | Miro

Mar 2020 — present

Senior since 2025

Flagship Events, Canvas 2024–2026. Led concept development, art direction and keynote design for Miro's flagship events. Directed designers, agencies and production partners across three editions. In 2026, Canvas reached thousands of people across four global cities: San Francisco, London, Sydney and Tokyo, and 400K+ online keynote views.

Brand Evolution. Led the creative development and art direction of Miro's visual identity refresh, from strategic brief to a cohesive brand system spanning typography, colour, imagery and graphic language. Guided its rollout through brand guidelines, toolkits and templates.

Scalable Systems. Built systems to scale brand work without routing every request through design: a self-serve operating model of templates, standards and automation that lets teams across the company produce on-brand work autonomously. Inbound brand requests fell by more than half year on year, with over 40% of the rest redirected to self-serve.

Product Launches. Storyboarded and art-directed launch creative across Miro's major product releases. Brought generative AI into the pipeline early, building a brief-intake tool in Claude Code that speeds scripting and storyboarding.

Brand Growth Campaigns. Built the cross-channel systems behind product and community launches. Miro Recap 2025 was started by hundreds of thousands of users; Innovation Wonderland pushed 30-day community engagement above 40%.

Designer & Founder
2014 — 2020

Co-founded a retail business, developing its brand identity, physical experience and operational systems from the ground up.

Education
2007 — 2013

Graphic Design (with honours) | Perm State Technical University
Course | Higher Academic School of Graphic Design, Moscow

Skills

Visual identity · Art direction · Creative leadership · Brand systems · Keynote storytelling · Event design · Storyboarding · Campaign design · AI production

Tools

Figma · Claude Code · Runway · Adobe CC · Keynote · Miro · Canva