Valentino Mateski

Brand Designer & Creative Director · Design evaluation

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Brand designer and creative director with 10 years of experience and 300+ brand projects for startups and growing companies in AI, SaaS, B2B, consumer goods, food and beverage, and healthcare. Owner of Cookin'Goods, a branding studio. Top Rated Plus and Expert-Vetted (top 1%) on Upwork, with 259 projects and 182 client reviews.

My daily work is judging design: deciding what ships, explaining why in writing, and setting the standards other designers follow.

Design evaluation strengths

Design critique	Reviews and signs off identity, packaging, web and UI work for the studio team, judging layout, hierarchy, typography, colour and composition against the brief.
Written reasoning	Writes strategy documents, design rationales and client presentations that explain why each choice works. 97% of identity presentations are approved as presented.
Standards and rubrics	Writes brand guidelines and brand books, the rules other designers and marketing teams follow for logo use, type, colour, graphic elements, imagery, iconography, layout and tone.
Briefs and reference answers	Turns strategy into design briefs with audience, constraints and success criteria, then delivers the reference solution.
Production judgement	Knows what fails after approval: print and dieline limits on packaging, legibility and accessibility, trademark and licensing risk.
AI-assisted production	Uses AI models in the studio's research, copy, image generation, website and design-automation work, and reviews and corrects their output before it reaches clients.

Experience

Owner, Brand Designer & Creative Director, Cookin'Goods

2021–present · Branding studio, team of 4 · Remote

Leads 3-week, strategy-first brand sprints: positioning, visual identity, packaging, brand guidelines and websites.

Art-directs the team and signs off every deliverable before it reaches the client.

riina raised $1.5M after the studio's brand and pitch deck. Dendo doubled revenue in 6 months after its rebrand and website redesign.

Clients across AI, SaaS, tech, B2B, consumer goods, food and beverage, healthcare and lifestyle.

Independent Brand Designer, Upwork

2018–present · Remote

Top Rated Plus and Expert-Vetted (top 1% of Upwork talent).

259 projects, with 182 client reviews.

Brand strategy, identity, logo, packaging and label design, pitch decks and web design for startup founders.

Lead Designer, VitaminEnergy®

October 2020–October 2022

Wrote the brand guidelines and art-directed all visual assets, including packaging, brochures, social media templates, flyers, ads and campaigns. Designed packaging for new products and worked with the marketing team on the website and social media campaigns.

Graphic Designer, Moolay Media (now Webloo)

March 2019–April 2020

Designed logos, brand guidelines, websites, print and marketing materials for the agency's clients, with a focus on layout and typography.

Education

BA in Graphic Design (branding and visual communication), FON University, 2016–2019

Certifications and recognition

Certification	Upwork Skill Certification, Brand Identity
Badge	Expert-Vetted, Upwork (top 1% of talent)
Recognition	Featured on Behance (Adobe): projects selected among the best of the day in the Branding, Logo and UX/UI categories and in the Adobe Illustrator and InDesign galleries

Skills and tools

Evaluation	Design critique, art direction, design QA, written design rationale, brief writing, brand guidelines
Brand	Brand strategy, positioning, naming, messaging, visual identity, logo and logotype design, typography, layout, editorial design, colour systems, packaging and label design
Digital	Web design, UI design, landing pages, presentations, pitch decks, social media design, ad creatives, ad sets, email templates, infographics, icon sets, animation storyboards
Also	Illustration, photography
Tools	Figma, Adobe Creative Suite, AI image generation

Languages and availability

Languages	English (fluent), Macedonian (native), Serbian, Bulgarian
Availability	40–60 hours a week, remote, UTC+1, can start immediately