
SUMMARY

An award-winning Senior Designer and Art Director with 10+ years of agency and in-house experience, specializing in interactive environments — web, mobile or site-specific — while highly accomplished in print, photography, and the study of art and design. Proficient in presentation and client negotiation, team leadership, close collaboration with developers, and designing for efficiency, sustainability and scope.

CORE SKILLS

- Art direction, visual strategy and QA
- Web, mobile, app and user interface design
- Visual communication, identity and branding
- Typography and editorial design
- Brand guidelines and design systems.

SOFTWARE AND CODING

- Adobe CC: Photoshop, Illustrator, InDesign
- Sketch, Figma
- HTML, CSS.

LANGUAGES

Russian, German, working on Ancient Greek.

WORK EXPERIENCE

Publicis / Razorfish — *Art Director, Senior Visual Designer*

NEW YORK, 2017—2023

- Maintained Samsung's main US website. In close collaboration with the UX team did a partial redesign of its design systems, the visual guide and the component library. Executed the numerous changes to the core web experience during the COVID pandemic.
- Working from the Samsung HQ cleanroom under a strict security, contributed to every US launch for flagship mobile products: sixteen Galaxy S series and Note series phones, six foldable phones, five generations of smartwatch, tablet and laptop products.
- Served as the lead designer for various Citi iPhone and Android mobile app flows, including a full conversion to Google's Material Design system, 300+ screens in total.

IDEAN — *Senior Digital Designer*

NEW YORK, 2015—2016

- Provided app and website design, created pitch decks, concept art and presentations for new business, conducted user interviews and user research.
- Internally, led a workshop on foreign typography and designing for non-Latin alphabets.

C&G Partners — *Senior Graphic and Experience Designer*

NEW YORK, 2015

- Working closely with architects and researchers, created twelve digital installations for the permanent exhibition at the Museum of the Bible in Washington DC.
- Mentored junior designers, gave feedback and oversaw visual consistency and production.

Infusion — *Senior Creative Designer*

NEW YORK, 2012—2015

- Designed interactive experiences for desktop, web and iOS apps, retail stores, e-commerce and B2B marketing — start to finish, including client presentations and QA.
- Served as one of the lead designers for MetLife Wall, now used in over 200 call centers, featured as the “*Big Data Revolution*” on Forbes when it first launched.
- Collaborated with the sales team to assist with new business, pitting together pitch decks and concept art, and adhering to tight unexpected deadlines.
- Served as the lead designer for the company’s full main website redesign and rebranding.

Animoto — *Graphic and Web Designer*

NEW YORK, 2009—2012

- Redesigned the company website and brand guide, as well as UI and UX for the main tool.
- Was the lead designer for all print and web media. Produced digital assets for marketing materials and social media campaigns — including banners, flyers, packaging, landing pages and tradeshow booths for the PDN PhotoPlus Expo.
- Did photo adjustment, editing and retouching for in-house photo shoots.
- Interviewed and mentored junior designers.

PRO BONO WORK

Knizhniza Archive — *Founder*

2017—PRESENT

Created a free online archive of rare Samizdat books.

Yandex Q — *Writer, Editor, Moderator*

2015—2023

Wrote about art and design for a major educational network, generating 1M+ views annually. As editor, curated content, resolved conflicts and attracted new experts to the site.

Various poetry publishers — *Art Director, Designer*

2012—PRESENT

Designed book covers, logos, identity and websites for independent publishers and events.

EDUCATION

Hunter College, New York, NY, coursework in History and German, 2004—2007

DESIGN AWARDS



DSE Apex Awards, Silver (2019), awarded to C&G Partners for “Bible Now” Media Space.



SEGDA Award, Finalist (2018), awarded to C&G Partners for the Museum of the Bible.

PHOTOGRAPHY AND WRITING AWARDS

Analog Sparks, Category Winner (2023)

Urbanautica Award, Winner (2021)

Debut Poetry Prize, Long List (2010, 2012)

P Poetry Prize, Short List (2011)