

Accomplished Creative Director with 12 years of experience in managing data-driven multimedia capabilities and processes to deliver marketing and communications that drive business outcomes and customer engagement.

- Passionate about data-driven design and AI-powered creative and productivity tools, including Midjourney, Firefly, Jasper, etc.
- Passion for delivering results, building high-performing teams, and forming meaningful connections.
- A unique blend of creative vision, marketing-savvy and leadership acumen.
- Effective ability to convey ideas and make complex decisions with conviction.

Experience

VP, Creative Director

2021 - present
PGIM (Prudential),
Newark, NJ

- Built a top-tier international creative department with motion design and experience web design skill sets, encompassing strategic planning, operational management, resource distribution, financial planning, and monitoring of team effectiveness.

- Implemented motion, email, and social media design systems, resulting in a remarkable 213% increase in design effectiveness YoY in 2023.

- Championed data-driven design and creative testing to solve complex problems and craft big-picture strategies with executives. Our semiannual Investment Themes campaign witnessed an impressive 411.8% engagement lift in 2023, soaring from 0.17% to 0.87%. This remarkable increase was attributed to our A/B testing strategy and precise audience targeting.

- Streamlined operational workflows to synchronize team efforts with the strategic objectives and key performance indicators for the organization.

- Overseeing the company's internal B2B2C digital media production and advertising operations, which enhanced the team's ability to expedite and streamline campaign scaling.

- Led development of a comprehensive, integrated brand framework that minimized inconsistencies in brand execution across various marketing channels.

- Fostered robust collaborative relationships with internal marketing divisions, including brand management, product design, research, development, SEO, and social media teams, while also guiding and coordinating with external agency partners.

- Actively fostering a culture of distinction, innovate as a leader, and maintain a commitment to excellence.

Education

2005 – 2010

B.A. Ural state university of Economics

2000 – 2005

Junior School of Arts,
Russia

Awards

Gold - B2B, Social Paid Media - 2020 Paid Social Media Campaign
Sep 2021, 27th Annual FCS Portfolio Awards

Silver - Corporate Image - Nuveen "Make your impact" Landing page
Sep 2021, 27th Annual FCS Portfolio Awards

Bronze - Corporate image - Branded Content: Integrated - 2020 Nuveen CNBC Opening Bell Sponsorship
Sep 2021, 27th Annual FCS Portfolio Awards

Skills

Creative direction
Creative strategy
Motion design and animation
HTML5, JavaScript
Video production
Corporate brand identity
Social media marketing
Leadership and team motivation
Advertising
Project management
Typography
3D modeling and animation
Live and experience design
Print and collateral design
Adobe Creative Suite
Microsoft Office
Blender
Cinema 4D
Origami Studio
Unity and Unreal Engine

Head of motion graphics

2019 - present
TIAA,
New York

- Built a high-performing Motion Graphics team from the ground up including strategy, operations, and talent management.

- Led product campaign development across different touchpoints that led to \$4.6B in mappable assets and 18,000 new participants with Johns Hopkins University.

- In partnership with the Product and Paid Media team, launched multiple product campaigns which resulted in \$2.8M annual agency fee cost savings from the 2020 year alone.

- Managed corporate in-house B2B/B2C digital media production and advertising, enabling the team to scale campaigns more quickly and efficiently.

- Led development and integration of the holistic consumer-facing brand systems in an integrated environment for the TIAA brand taking full advantage of the medium to communicate a competitive difference.

- Cultivated strong cross-functional partnership with internal marketing teams (brand management, product marketing, social media) and agencies, ensure flawless execution

- Inspire, create, and sustain a culture of excellence as a people leader

Experience

AVP, Art director,
Motion graphics

- Launched the Nuveen brand to the market in the U.S. and globally in 2017/18, helping to build cross-functional multimedia across print, digital, design, advertising, and communications strategy.

2017 - 2019
Nuveen,
New York

- Led award-winning integrated marketing Income campaign, designed to spread awareness around industry-leading income capabilities and targeting financial advisors and high-net-worth investors, resulted in 152M impressions, 22.8M video views, and a 0.11% CTR on ads across targeted websites and mobile applications.

- Directed the company's first major work as an in-house agency—with media powerhouse CNBC to build brand recognition as a leader in income, alternatives, and responsible investing. Work consisted of a national :30s TV spot and an experiential extension through CNBC's Delivering Alpha marquee annual event and the new-to-market FA100.

- Designed company-wide motion design system for new corporate brand guidelines, and led editorial content development.

Senior graphic
designer

- Built campaign-focused design initiatives and presentations for sales meetings with Fortune 100 financial companies and FinTech.

2015 - 2017
Asset TV
New York

- Partnered with editors to conceptualize projects - from ideation through final production.

- Worked with existing information in a captivating way, including storyboarding, visualizing process flows, visualizing data, and understanding the client journey.

Senior graphic
designer

- Worked across the full range of brand touch points: print, retail, packaging, OOH, events and experiential, digital, social media, and motion;

2012 - 2015
Sberbank
Yekaterinburg

- Developed and managed holistic consumer-facing brand systems in an integrated environment to adapt company's signature style for all service groups and marketing products

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