

Konstantin Dzhibilov

Creative & Art Direction | Graphic Design

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EXPERIENCE

Freelance Consultant

June 2007 – Present

Creative & Art Direction | Graphic Design | Digital & Print

Conceptualizes and designs marketing collateral, branding materials, and digital assets for diverse clients. Leads creative direction for event marketing campaigns and collaborates with major music labels like Blue Note Records and EMI Classics on album packaging. Works with corporate clients, nonprofits, and financial institutions to develop impactful visual communication strategies. Manages print production and ensures cost-efficient, high-quality deliverables.

WellLife Network

September 2015 – March 2024

Creative Director: Art Direction | Graphic Design | Digital & Print

Redefined the organization's brand identity, increasing recognition by 50% and engagement by 30%. Led multidisciplinary teams in executing mission-driven campaigns, developed multi-channel strategies for awareness and fundraising, and created donor-focused materials. Designed culturally inclusive campaigns and managed integrated marketing efforts across print, digital, and video. Optimized production processes, saving the organization over \$500,000 annually.

Williams Lea for Bank of America

April 2015 – September 2015

Art Director: Graphic Design | Digital & Print

Designed and developed corporate email templates and presentations for Bank of America's senior analysts, ensuring clear and professional communication. Collaborated with cross-functional teams to align visual content with brand and compliance standards. Contributed to in-house marketing at Williams Lea while managing multiple high-priority projects in a fast-paced financial environment.

FEGS

April 2011 – February 2015

Art Director: Graphic Design | Digital & Print

Directed creative projects from concept to execution, designing impactful materials for fundraising, advocacy, and outreach. Developed brand identities and style guides, spearheaded multi-channel marketing strategies, and mentored junior creatives. Partnered with leadership to translate complex information into engaging visuals, optimizing campaign performance through analytics.

The New York Times | Art Director

April 2001 – January 2007

Art Director: Graphic Design | Digital & Print

Led design and production for print and digital marketing campaigns, subscription drives, and editorial promotions. Created branding and event materials aligned with The New York Times' editorial standards. Worked closely with sales and editorial teams on client pitches and promotional content. Played a key role in launching new editorial sections and major initiatives while managing vendor collaborations.

SKILLS

Adobe CC

Illustrator
Photoshop
InDesign
Premiere Pro
Figma
Canva
ChatGPTs
Final Cut Pro

Creative Leadership
Brand Development
Brand Identities
Visual Storytelling
Presentation Design
Logo Design
Graphic Design
Cross-platform Campaigns
Art Direction
Graphic Design
Illustration
Photography Direction
Digital Video Editing
Digital Print-production
Pre-press
Project Management
Waterfall Management
Agile Management
Team Management
Team Collaboration

EDUCATION

Queens College

CUNY

BFA in Art Studio

Emphasis in Graphic Design and Visual Communication
Overall 3.8 | Major 4.0