

Design leader with strong graphic design foundations and product thinking.

15 years in design and leadership — from branding and visual design to digital products and AI. Currently VP of Experience Design at Digitas, leading AI product for various brands and internal AI solutions.

I connect design to business outcomes and work closely with engineers to ship what was designed.

I have rare intersection: brand design, digital product, code, and AI. Strong visual foundation — years of typography, composition, UI design and branding.

MARCH 2025 – NOWDAYS

Vice President of Experience Design at Digitas

Lead the design team focusing on AI interfaces and design systems.

Creating scalable design systems to improve team efficiency and brand consistency

Developing AI-powered interfaces and tools

Building a customizable chatbot platform where users can train bots with their data

Designing new SaaS product interfaces

Leading creative workshops to enhance team collaboration

MARCH 2020 – 2024

Lead Experience Designer at Digitas

Driving design through data, design systems, and efficient workflows.

Led Visa's creative for 3 years — landing pages, campaigns, vision concepts. Shaped their digital presence and Figma design system as a main US creative partner.

Built scalable design systems for Visa and RaceTrac, cutting production time.

Led research and rapid prototyping for Amway and Nutrilite product redesigns.

Created pitches that won GoodEggs, FIS, and Snowflake partnerships.

Developed AI, 3D, AR, and NFT experiences including "Sephoraverse" for Sephora.

Designed Delta's CES campaign landing page.

JUL 2020 - DEC 2021

Art Director at Funky Agency

JUL 2020 - DEC 2021

Senior Designer at Funky Agency

At FUNKY®, I worked on packaging, branding, and communication design for diverse clients. Our team earned 4 awards and features in The Dieline, Packaging of the World, and Behance Gallery.

JUL 2020 - DEC 2021

Graphic Designer at Z&G Branding

At Z&G Branding, one of Russia's top branding agencies, I grew from junior to senior designer working with 50+ brands. Focused on brand identity and packaging, but touched everything — campaigns, print, web, 3D concepts, fonts. 2 projects published internationally, 2 Logolounge awards, 1 Behance feature.

ARENA MULTIMEDIA, 2012

Graphic Design

URAL STATE UNIVERSITY, 2005–2010

Master of Computer Science



Publications

PlantLife
FastCompany, Yahoo Finance

Peace Sans Font
DaFont, Font Squirell, 1001 Font and more

Elian
The Dieline, Packaging of the world

Microme
The Dieline, Packaging of the world, Tut
Design Mag

Penoterm
The Dieline, Packaging of the world

Nami
The Dieline, Packaging of the world

Space Adventures
Packaging of the world

Start Grill
Takeaway Food Packaging Now Book

North Hero
Packaging of the world

Passim
Packaging of the world

Rokoko
Packaging of the world

Promax
Packaging of the world

Starmix
Packaging of the world

Coffee Laboratory
Symbols in Graphic Design Book

Gold Fish
The Dieline, Packaging of the world

Awards

Short list, G8 Festival, 2019
Biocraft Identity, Packaging Design

Behance Gallerized, 2018
North Hero, Packaging Design

Behance Gallerized, 2017
Microme, Packaging Design

Behance Gallerized, 2017
Peace Sans, Font

Logolounge, 2015
EF, Logo Design

Logolounge, 2015
Shamrock, Logo Design

