

## Vice President of Experience Design at Digitas

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

Leading a design team focused on AI interfaces and design systems. Creating scalable systems that improve team efficiency and keep brands consistent across touchpoints. Developing AI-powered interfaces and tools, including a customizable chatbot platform that lets users train bots with their own data. Designing interfaces for new SaaS products. Running creative workshops to strengthen team collaboration.

MARCH 2020 – 2024

## Lead Experience Designer at Digitas

Driving design through data, systems thinking, and efficient workflows. Led Visa's creative initiatives for three years — landing pages, campaigns, and future vision concepts — shaping their digital presence and Figma design system as one of their main US creative partners. Built scalable design systems for Visa and RaceTrac that significantly cut production time. Led research and rapid prototyping efforts that transformed digital products for Amway and Nutrilite. Created pitches and prototypes that won partnerships with GoodEggs, FIS, and Snowflake. Developed immersive experiences using AI, 3D, AR, and NFTs, including the "Sephaverse" project for Sephora. Designed Delta's CES campaign landing page.

MARCH 2017 – MAY 2019

## Senior Designer at Funky Agency

At FUNKY®, I led packaging, branding, and communication design projects — from research and strategy through final execution. Collaborated with a small, skilled team to deliver work that earned four industry awards and features in The Dieline, Packaging of the World, and Behance Gallery. This is where I built my foundation in typography, composition, and visual craft that still shapes how I approach digital product design today.

MARCH 2012 – SEPTEMBER 2016

## Graphic Designer at Z&G Branding

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.

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