

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.

DECEMBER 2018 – MAY 2019

Art Director 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.

MARCH 2017 –DECEMBER 2018

Senior Designer at Funky Agency

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