

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.

## 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

## 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.

## 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.

## 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.

## Senior Designer at Funky Agency

## Graphic Design

## 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