



ART DIRECTOR

Tonya Zenin

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Award-winning art director and senior designer with deep experience shaping brand systems, campaigns, and large-scale digital and experiential work for enterprise technology companies. Experienced in owning projects end to end, collaborating closely with cross-functional teams, and turning complex ideas into clear, compelling visual systems. Strong balance of concept, craft, and execution, with a hands-on approach to modern tools and workflows.

PROFESSIONAL SKILLS

CORE SKILLS: Art Direction with Hands-On Design Execution
Brand Strategy & Visual Identity
End-to-End Digital, Motion & Campaign Design
Event & Experiential Design (Digital & Physical)
Design Systems & Brand Guidelines
Web & Interactive Design
Visual Storytelling & Concept Development
Cross-functional Collaboration
Mentorship & Team Development

TOOLS: Figma
Adobe Photoshop
Illustrator
After Effects
Adobe Animate
Lottie Animation
Adobe Firefly
Midjourney
ChatGPT
Cursor

HONORS AND AWARDS:

GDUSA

GDUSA Digital Design Awards:
2024, 2023, 2022, 2021

GDUSA AWARD

American InHouse Design Award –
Best Collateral Design

GRAPHIC DESIGN USA

American InHouse design award –
Best Brochure Design

AWARDS IN FINE ART

Multiple awards and recognitions in
fine art as a landscape oil painter

EDUCATION

BACHELOR DEGREE OF ARTS

Far Eastern State University of Humanities,
Khabarovsk, Russia

CERTIFICATIONS

- Web Design - California College of Communications, Santa Clara, CA
- Mobile App Design: Design Principles, and UX
- Coding for Designers

WORK EXPERIENCE

Art Director

PRESENT - 2019

COHESITY – SAN JOSE, CA

- Lead art direction across brand, digital marketing, campaigns, and global events for an enterprise technology company.
- Played a key role in evolving the brand toward a more modern, confident visual identity.
- Directed major initiatives including AWS re:Invent, large-scale booth environments, digital billboards, OOH placements (including Harmon Corner), and experiential graphics.
- Defined the visual system for Cohesity Catalyst, the company's largest virtual event, ensuring consistency across all digital and marketing assets.
- Partner closely with marketing, product, and leadership teams to deliver award-winning campaigns with measurable impact.
- Implemented and scaled a design system to improve brand consistency, efficiency, and collaboration across teams.

Creative Lead, Manager

2019 - 2015

A10 NETWORKS – SAN JOSE, CA

- Led creative direction for brand, marketing campaigns, websites, and corporate communications.
- Developed and directed integrated campaigns across digital, print, and experiential channels.
- Defined the look and feel of the marketing website from concept through final delivery.
- Collaborated with cross-functional teams to align creative output with business and product goals.

Visual Designer

2015 - 2015

APPLE – SUNNYVALE, CA

- Translated business requirements into design concepts, wireframes, prototypes, and high-fidelity mockups.
- Designed user flows, interactive prototypes, and final production-ready assets.
- Participated in user research and usability testing initiatives.
- Collaborated with cross-functional product teams to present and refine design solutions.

UX/UI Designer

2015 - 2014

EQUINIX – SUNNYVALE, CA

- Designed end-to-end user experiences for internal client portals.
- Created user flows, wireframes, and pixel-perfect UI designs, including forms, icons, and interface components.
- Worked closely with cross-functional teams to understand user needs, behaviors, and requirements.
- Developed brand standards and style guides for interactive, user-centered products.
- Applied user-centered design principles to deliver clear, intuitive interfaces.

Sr. Designer/ Manager

2014 - 2012

SYMMETRICOM – SAN JOSE, CA

- Oversaw brand standards and ensured consistency across all visual outputs.
- Designed digital ads, HTML emails, landing pages, microsites, and interactive media.
- Created videos, presentations, and event signage for global industry events.
- Managed and updated website content and campaign pages.

Art Director

2012 - 2005

ROBERT HALF INT – MENLO PARK, CA

- Designed and directed integrated marketing campaigns including branding, websites, trade shows, and digital content.
- Led projects from concept through production while maintaining brand standards.
- Collaborated with clients, agencies, photographers, illustrators, and copywriters.
- Managed and mentored in-house design staff, including hiring and team development.

Freelance Graphic Designer

2005 - 2002

FREELANCE

- Delivered branding, print, digital, web, and motion projects for corporate clients and design agencies.
- Managed projects end to end, ensuring on-time delivery and high client satisfaction.