



Tonya Zenin

BRAND DESIGNER & ART DIRECTOR

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Senior brand designer and art director with a hands-on approach to building and evolving brand systems across web, digital, motion, and experiential work. Experience working in fast-paced, product-driven environments, collaborating closely with cross-functional teams to turn complex ideas into clear, compelling design across brand systems, campaigns, and experiences. Strong balance of concept, craft, and execution, from early ideas through final delivery.

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
AI-Integrated Creative Workflows

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

GRAPHIC DESIGN USA

American InHouse design award –
Best Brochure Design

GDUSA AWARD

American InHouse Design Award –
Best Collateral 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

- Owned the design system end to end, including setup, development, documentation, and ongoing maintenance to ensure brand consistency and scalability across teams.
- Explored and applied AI tools within the design process to support rapid prototyping, iteration, and early exploration, while partnering with teams to evaluate opportunities for broader workflow integration.
- Led hands-on brand and visual design across web, digital campaigns, motion, events, and large-scale launches, ensuring consistency across brand systems and experiences.
- Served as design lead on major initiatives including AWS re:Invent, large-scale booth environments, digital billboards, and experiential brand moments.
- Contributed to the evolution of the brand toward a more modern, confident visual identity.

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

(Contract via Advantis)

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

(Contract via Advantis)

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.