

Accomplished Creative Director with 12 years of experience in managing data-driven multimedia capabilities and processes to deliver marketing and communications that drive business outcomes and customer engagement.

- Passionate about data-driven design and AI-powered creative and productivity tools, including Midjourney, Firefly, Jasper, etc.
- Passion for delivering results, building high-performing teams, and forming meaningful connections.
- A unique blend of creative vision, marketing-savvy and leadership acumen.
- Effective ability to convey ideas and make complex decisions with conviction.

## Experience

VP, Creative Director

2022 - present

PGIM (Prudential),  
Newark, NJ

- Defined and led the design vision for a horizontal cross-portfolio of affiliates, enhancing enterprise-wide alignment and driving cohesive design strategies across diverse business units.
- Built a top-tier global creative department with motion design and experience web design skill sets, encompassing strategic planning, operational management, resource distribution, financial planning, and monitoring of team effectiveness.
- Partnered with and influenced Chief Marketing Officers and growth marketing to drive strategic initiatives, ensuring alignment with organizational goals and optimize campaigns for revenue-generating initiatives.
- Implemented motion, email, and social media design systems, resulting in a remarkable 213% increase in design effectiveness YoY in 2023.
- Championed A/B testing strategies, leading to a 411.8% engagement lift in semiannual Investment Themes campaign and conducted analysis of creative performance and test learnings, target audience segmentation and optimization, and communicated findings to key stakeholders.
- Streamlined operational workflows to synchronize team efforts with the strategic objectives and key performance indicators for the organization.
- Overseeing the company's internal B2B2C digital media production and advertising operations, which enhanced the team's ability to expedite and streamline campaign scaling.
- Led development of a comprehensive, integrated brand framework that minimized inconsistencies in brand execution across various marketing channels.
- Fostered robust collaborative relationships with internal marketing divisions, including CMO office, brand management, product design, research, development, SEO, and social media teams, while also guiding and coordinating with external agency partners.
- Actively fostering a culture of distinction, innovate as a leader, and maintain a commitment to excellence.

Head of motion graphics	<ul style="list-style-type: none"><li>- Built a high-performing Motion Graphics team from the ground up including strategy, operations, and talent management.</li></ul>
2019 - 2022	<ul style="list-style-type: none"><li>- Led product campaign development across different touchpoints that led to \$4.6B in mappable assets and 18,000 new participants with Johns Hopkins University.</li></ul>
TIAA,	<ul style="list-style-type: none"><li>- In partnership with the Product and Paid Media team, launched multiple product campaigns which resulted in \$2.8M annual agency fee cost savings from the 2020 year alone.</li></ul>
New York	<ul style="list-style-type: none"><li>- Managed corporate in-house B2B/B2C digital media production and advertising across platforms such as Google, Facebook, Instagram, YouTube, CTV, Email, Podcast, enabling the team to scale campaigns more quickly and efficiently.</li><li>- Led development and integration of the holistic consumer-facing brand systems in an integrated environment for the TIAA brand taking full advantage of the medium to communicate a competitive difference.</li><li>- Cultivated strong cross-functional partnership with internal marketing teams (brand management, product marketing, social media) and agencies, ensure flawless execution.</li><li>- Inspire, create, and sustain a culture of excellence as a people leader.</li></ul>
AVP, Art director, Motion graphics	<ul style="list-style-type: none"><li>- Launched the Nuveen brand to the market in the U.S. and globally in 2017/18, helping to build cross-functional multimedia across print, digital, design, advertising, and communications strategy.</li></ul>
2017 - 2019	<ul style="list-style-type: none"><li>- Led award-winning integrated marketing Income campaign, designed to spread awareness around industry-leading income capabilities and targeting financial advisors and high-net-worth investors, resulted in 152M impressions, 22.8M video views, and a 0.11% CTR on ads across targeted websites and mobile applications.</li></ul>
Nuveen,	<ul style="list-style-type: none"><li>- Directed the company's first major work as an in-house agency—with media powerhouse CNBC to build brand recognition as a leader in income, alternatives, and responsible investing. Work consisted of a national :30s TV spot and an experiential extension through CNBC's Delivering Alpha marquee annual event and the new-to-market FA100.</li></ul>
New York	<ul style="list-style-type: none"><li>- Designed company-wide motion design system for new corporate brand guidelines and led editorial content development.</li></ul>
Senior graphic designer	<ul style="list-style-type: none"><li>- Built campaign-focused design initiatives and presentations for sales meetings with Fortune 100 financial companies and FinTech.</li></ul>
2015 - 2017	<ul style="list-style-type: none"><li>- Partnered with editors to conceptualize projects - from ideation through final production.</li></ul>
Asset TV	<ul style="list-style-type: none"><li>- Worked with existing information in a captivating way, including storyboarding, visualizing process flows, visualizing data, and understanding the client journey.</li></ul>
New York	

Senior graphic designer	- Worked across the full range of brand touch points: print, retail, packaging, OOH, events and experiential, digital, social media, and motion.
2012 - 2015	- Developed and managed holistic consumer-facing brand systems in an integrated environment to adapt company's signature style for all service groups and marketing products
Sberbank	
Yekaterinburg	

## Education

2005 – 2010  
B.A. Ural state university  
of Economics, Russia

## Certificates

UX Design  
*Issued by Google*  
*July 2024*

Social Media Marketing  
*Issued by Meta*  
*July 2024*

2000 – 2005  
Junior School of Art,  
Russia

Digital Marketing & E-commerce  
*Issued by Google*  
*July 2024*

Sales Operations  
*Issued by Salesforce*  
*June 2024*

Project Management  
*Issued by Microsoft*  
*June 2024*

## Awards

Gold - Corporate Image -  
B2B Print Collateral: 2024  
Interest Rate Brochure and  
Poster.  
*Issued by FCS Portfolio*  
*Awards 2024 · May 2024*

Bronze - Corporate Image - B2B  
Digital Collateral: 2024  
Investment Themes Brochure.  
*Issued by FCS Portfolio Awards*  
*2024 · May 2024*

Gold - B2B - Social Media:  
Paid - 2020 Paid Social  
Media Campaign.  
*Issued by FCS Portfolio*  
*Awards - 27th Annual · Sep*  
*2021*

Silver - Corporate Image -  
Website - Nuveen "Make your  
impact" Landing page.  
*Issued by FCS Portfolios Award ·*  
*Sep 2021*

Bronze - Corporate image  
- Branded Content:  
Integrated - 2020 Nuveen  
CNBC Opening Bell  
Sponsorship.  
*Issued by FCS Portfolios*  
*Award · Sep 2021*

## Skills

Leadership, Team building, Creative direction, Creative strategy, Motion design and animation, Generative AI, HTML5, JavaScript, Video production, Corporate branding, User Experience Design, User Research, Product Development, Social Media Marketing, Brand Management, Content Marketing, Digital Marketing, Performance Advertising, Search Engine Optimization (SEO), E-Commerce, Email Marketing, Display Advertising, Marketing, Sales, Sales Operations, Salesforce, CRM, Salesforce Lightning, Risk Management, Budgeting, Stakeholder Management, Planning, Communication, Adobe Creative Suite, Notion, Microsoft Office, Figma, Blender, Cinema 4D, Unity and Unreal Engine.