

EXECUTIVE SUMMARY

Over 12 years of extensive experience in marketing, project management, communication, branding, art direction, multimedia, and graphic design and recipient of over 10 prestigious design awards. Professional, problem solver, self-reliant, team player, superior creativity, ability to think outside the box, proactive, open-minded, positive, multi-tasking, organized, enthusiastic, self-motivated, independent, decision-maker, full understanding of color theory and typography; high level of accuracy, attention to detail, initiative, excellent written and verbal communication skills in English, proven track record of meeting deadlines and deliverables. Fluent in five languages such as, English, Russian, Italian, German, and French.

UI/UX • User Centered Design (UCD) • Wireframing • B2B • B2C • Prototyping • Design Systems • Wireframing • User Interface Design • Brand Development • Marketing • Communications Strategy • Animation • Graphic Design • Web Design • User Experience Design • Research • Concept Development • Style Guides • Illustration • Leadership • Email Marketing • Illustration • Social Media • Color • Layout • Typography • Video Production • Agile and Scrum Methodologies

SKILLS

Adobe CC (Photoshop, Illustrator, InDesign), Sketch, Adobe XD, Figma, inVision, HTML, CSS, Dreamweaver, Wordpress, Microsoft Office 2010 (including PowerPoint, Outlook, Word, Excel), SharePoint, Mac OS, Windows OS, video production software (Premiere, After Effects, LottieFiles), Flash, jQuery, JavaScript, Cinema 4D

SUCCESS STORIES

PrecisionEffect – Senior Designer

Created a [patient testimonial video](#) that received an MM+M awards nomination; created custom illustrations and storyboard, ensured smooth handoff to production, *created a comprehensive design system for the brand; created prototypes.*

Redesigned [PrecisionEffect website](#), *giving it a more modern feel while preserving original aesthetics; worked closely with UX team and the company's key stakeholders; actively participated in group discussions by both providing and receiving thoughtful, constructive feedback.*

UniversalDx – Creative Director.

Got the AIGA OC Design Awards for my creation and execution of brand identity for Vantari Analytical Labs, growing the business revenue by 10% and becoming one of the three selectees for a \$2B investment pitch.

PROFESSIONAL OVERVIEW

PrecisionEffect, Costa Mesa, CA • 2020 - Present
Senior Designer

- Redesigned **Precisioneffect** website, giving it a more modern feel while preserving original aesthetics; worked closely with US team and the company's key stakeholders; actively participated in group discussions by both providing and receiving thoughtful, constructive feedback.
- Created a [patient testimonial video](#) that received an MM+M awards nomination; created custom illustrations and storyboard, ensured smooth handoff to production, reported client edits and ensured timely execution, reviewed changes.
- Successfully updated the design and assisted in the development of three websites for AUVI-Q; worked closely with developers and UX, analyzed style guides, sitemaps, wireframes and user flows, and translated them into high-fidelity mockups (desktop and mobile); created a comprehensive design system, developed components.
- Supported the development and execution of brand strategy for a variety of clients, including **Pfizer, Gilead, kaleo, Adaptive, Gatehouse Bio, Inozyme**; created design systems in InVision and brand style guides.
- With copy and production, developed a series of videos for AAPA and ACAAI conferences for kaleo, which drastically increased website traffic and generated new leads.

NDM Communications, Costa Mesa, CA • 2018 - 2019
Senior Art Director

- Tripled the effectiveness of email campaigns by our client, **Reata Glen apartment homes**, through version campaigning, customer-oriented, on-brand messaging, and consistency of the new design with the existing brand guidelines.
- Through my design and marketing leadership, I was able to get ourselves in front of all major design firms, working on print design projects for major healthcare networks such as **MemorialCare, St. Joseph, Ronald McDonald House, UCP-OC, and Torrance Memorial Medical Center**: prepared layouts for printer, submitted final artwork for output and consulted with the President and the Creative Director to evaluate specifications for individual project need; provided quality assurance at every step of execution.
- Fully revamped **Torrance Memorial Medical Center** brand and recognition; developed an array of print and digital pieces, including color, layout and typography; followed the execution of every branded piece from start to finish.
- Worked on CareConnection, a quarterly publication by **MemorialCare**: flowed and re-flowed layout and resized artwork to achieve the optimum balance for finished, ready-to-publish articles; retouched photos for publications at the exceptional quality level; helped junior team members follow brand guidelines when working on each magazine issue.

UniversalDx, Irvine, CA • 2017- 2018
Creative Director

- Created a clean and engaging PPT for **Vantari Analytical Labs**, a medical laboratory in Irvine, growing the business revenue by 10% and becoming one of the three selectees for a \$2B investment pitch.
- 120% increase in revenue thanks to our partnership with **Color Genomics**. Completed, in record times, the co-branding initiative of our cancer test offering, which included dynamic PPT, as well as test kit package design, print collaterals, educational videos, social media posts.
- Assisted on (and sometimes conducted) meetings related to new business development (ColorGenomics, Vantari Analytical Labs, Spiriplex) and took active part at new business pitches: prepared pitch decks, presentations, sales packages.
- Actively participated at the office space redesign; planned and implemented wall graphics, backdrops and posters within established floorplans and elevations.

UniversalDx, Irvine, CA • 2015- 2017
User Experience and Graphic Designer

- Art directed photoshoots for campaigns and was in charge of product photography.
- Constantly developed infographics for new offerings, educational videos and sales pitches. Provided clear, dynamic and engaging data visualization for PPT.
- Optimized our marketing efforts by diversifying brand messaging for three major audiences: physicians, patients, and employees.

77Agency, Milan, Italy • 2009-2014
Art Director

- Maintained our unrivaled leadership position on the Italian market for 5 consecutive years, through a series of digital marketing initiatives: social media, SEO, SEM, direct response, landing pages, mobile search, AdWords. Designed and implemented promotional booths and supporting materials for major digital marketing conferences in Italy, such as IAB Forum and Social Media Week.
- Researched and developed conceptual graphic design and illustration for assigned projects and submitted to Creative Director for internal review
- Established and maintained our ongoing partnership with Furla Italy; designed and implemented their annual report.
- Expanded international outreach for Sisal and Lottomatica by creating the first web pages in Russian and German.

Soliday, St. Petersburg, Russia • 2007-2008
Senior Designer

- Developed print collaterals
- Created storyboards for commercials

EDUCATION

Nuova Academia di Belle Arti, **MA in Marketing and Communications Design, Magna Cum Laude** • Milan, Italy
Institute of Informational Technologies, **BA in Design Teaching, Magna Cum Laude** • St. Petersburg, Russia

AWARDS

OC Design Awards 2017 by AIGA – brand identity for Vantari Analytics Labs
OC Design Awards 2016 by AIGA – brand identity for Road Master Driving School
Deti vs. Travel, 2013 – logotype
Monthly Calendar by Smashing Magazine Design Blog, 2014 – illustration
The Whole Megillah Illustration, 2013 – illustration
UU Theory 2011 Helsinki (finalist) – illustration
Felicity Project 2010 Venice – poster design
D&AD Student Awards London, 2010 – book covers
Good 50x70, 2010 and 2009 Milan – poster design

REFERENCES

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