

Dmitry Kochnev

929-503-6455 | dmik17@gmail.com | [linkedin.com/in/dkochnev](https://www.linkedin.com/in/dkochnev) | dmik3d.com

Creative Director | Art Director | Senior Graphic & Brand Designer | UX/UI Designer

Accomplished creative leader with 11+ years of experience crafting impactful brand identities, executing high-performance marketing campaigns, and integrating AI-driven solutions to elevate brand engagement. Expert in user-centered design, digital storytelling, and cross-functional collaboration to drive brand engagement and business growth. Proven track record of optimizing workflows, enhancing team performance, and delivering exceptional results for global brands.

Key Achievements

- **\$6.5M Cost Savings:** Optimized in-house marketing operations, reducing reliance on external agencies.
- **290M+ YouTube Views:** Generated through strategic collaborations, including **MrBeast** campaigns.
- **34% Email CTR Increase:** Leveraged AI-powered audience segmentation to boost email performance.
- **80% Automation:** Streamlined digital asset production, saving 200+ hours annually.
- **\$2M+ Post-Event Sales:** Drove revenue through CES 2017 campaign execution.
- **194% Design Efficiency YoY:** Integrated social media and email design systems for seamless scalability.
- **Global Partnerships:** Led creative initiatives for NBA, Amazon, and major financial institutions.

Core Expertise

Creative Leadership: Creative Direction | Brand Development & Rebranding | Motion Graphics & Animation | UX/UI & Interaction Design | Digital & Print Advertising | AI in Design & Automation | Data-Driven Creative Strategy | Visual Storytelling & Marketing

Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, XD) | Figma | Cinema 4D | Sketch | HTML/CSS | WordPress | Framer | Vercel | GitHub | Midjourney | Runway | Notion | Canva | Litmus | Wrike | InVision | Axure RP

Experience

ADP (Remote)

12/2024 – Present

Senior Graphic Designer – StandOut

- Develop and refine high-impact brand concepts aligned with business objectives.
- Design engaging animations, videos, and marketing materials to enhance brand storytelling
- Produce compelling marketing materials, presentations, and client assets.

Western Union, (Remote)

06/2017 – 11/2024

Lead Graphic Designer – Global Brand

- Directed creative strategy and execution for global rebranding and marketing initiatives.
- Reduced annual agency costs by **\$6.5M** through in-house production optimization.
- Elevated brand exposure as lead designer for **NBA sponsorship** with the Denver Nuggets.
- Partnered with **MrBeast** to produce campaigns generating **290M+ views** from a single YouTube video.
- Developed AI-driven email templates, increasing open rates by **20%**.
- Streamlined digital asset creation, cutting manual work by **80%** and saving **200+ hours** annually.
- Provided UX/UI support, prototyping, and wireframing for digital initiatives.

LPL Financial, (Remote)

12/2023 – 06/2024

Senior Graphic Designer

- Designed marketing collateral for **1,000+ financial advisors**, enhancing client acquisition by **15%**.
- Created high-converting email templates, boosting click-through rates by **34%**.
- Transformed content production across multiple formats, resulting in a **36% uplift** in audience retention and a **32% increase** in content shares for video, graphics, and interactive media.
- Developed visual content for blogs, social media, and corporate presentations.

Just Wireless Intl., New York, NY

04/2016 – 06/2017

Graphic Designer & 3D Artist

- Spearheaded CES 2017 marketing campaign, driving **\$2M+ in post-event sales**.
- Reduced packaging design timelines by **30%** through modular 3D templates.
- Generated photorealistic product renderings for clients like **Target, Walmart, and Best Buy**.

EIC Agency, New York, NY

12/2015 – 03/2016

UX Designer

- Proposed intuitive UX/UI concepts, wireframed interfaces, and conducted usability research.

Dmik Design, New York, NY

09/2012 – 06/2017

Freelance Art Director & Designer

- Delivered branding, digital design, and social media assets for diverse clients.

Education & Certifications

B.F.A. in Graphic Design & Multimedia

The City College of New York | Graduated 2016

Google UX Design Certification

Coursera | Completed 2023

AI for Creatives

LinkedIn Learning | Completed 2023

Web Design Certificate

Alison Design School | Completed 2017

Let's build your next iconic brand. Open to leadership opportunities in NYC and beyond.

Available for immediate interviews (EST/PST compatible).