

Dmitry Kochnev

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Senior Brand and Marketing Designer | Creative Leader UX/UI Designer | AI in Design

Accomplished Creative Graphic Designer with 10+ years of experience. Apply a global mindset, detail-oriented approach, creative problem-solving abilities, and strong leadership skills. Excel in driving successful projects and inspiring teams to achieve outstanding results. Constantly learning and expanding capabilities to deliver impactful design solutions to elevate brand and engage audiences. Passion for data-driven design and AI-powered tools, including Midjourney, Claude, Runway, and Notion.

Professional Skills

Design

Creative Direction | Brand design | UX/UI design | Motion design and animation | Typography | Team lead | Print Production | Video production | Social media marketing | Leadership and team motivation | Advertising | Project Management | 3D Modeling and animation | Live Events | Wireframing / prototyping

Tools

Adobe Creative Suite | Photoshop | Illustrator | InDesign | After Effects | Premiere | Xd | WordPress | Smartsheet | G Suite | Figma | Sketch | Abstract | Cinema4D | HTML/CSS | Vercel | Github | Wrike | Asana | MS Office | Canva | Litmus | Midjourney | Runway | Claude | Notion

Experience

ADP, Roseland, NJ (Remote)

12/2024 – Present

Graphic Designer – StandOut

Developed and refined brand concepts to create a distinctive and memorable identity, ensuring alignment with business goals.

- Design high-quality animations, videos, and rigging assets to support marketing campaigns and enhance visual storytelling.
- Produced marketing presentations and documents, elevating their visual appeal and improving communication effectiveness.

Western Union, Denver, CO (Remote)

06/2017 – 11/2024

Lead Graphic Designer – Global Brand

Strategize, conceptualize, and execute highly successful marketing campaigns for a global financial brand as part of the company's in-house creative agency.

- Manage corporate in-house B2B/B2C digital media production and advertising, enabling the team to scale campaigns more quickly and efficiently.
- Lead Visual design support of the company's NBA sponsorship Denver Nuggets as an in-house agency to build brand recognition of Western Union as a leader in cross-country, cross-currency money movement.
- Partnered with the Product and Paid Media teams to launch multiple media campaigns which resulted in \$6.5M annual agency fee cost savings from the 2022 year alone.
- Design interactive ads, videos, web banners and motion graphics, print collateral and web assets for social marketing team for global markets.
- Provided brand design support to MrBeast team that resulted in 200+ million views on YouTube alone.
- Train new designers, contribute to new employees' recruitment efforts and improve engagement.
- Provide UX/UI and CRM support, wireframing, email coding, and design new projects.
- Concept and produce work for external clients such as Amazon, Walgreens, Walmart, TCF Bank, Kroger, BanCoppel, NBA, MLS – Manchester United, Pepsi Center, RTD.
- Manage multiple priorities under tight deadlines, working independently and with a team, to meet project and business goals.

LPL Financial, San Diego, CA (Remote)**12/2023 – 06/2024****Graphic Designer**

Developed and strategized social media, blog and email marketing materials for LPL Financial Advisors.

- Worked with existing information in a captivating way, including storyboarding, visualizing process flows, visualizing data, and understanding the client journey.
- Developed graphics and brand assets for sales and marketing purposes.

Just Wireless Intl., New York**04/2016 – 06/2017****Graphic Designer | 3D Artist**

Built campaign-focused design initiatives and presentations for sales meetings with Fortune 100 financial companies and FinTech.

- Led visual support for the company's CES 2017 presentation in Las Vegas, producing captivating promotional materials across various channels.
- Directed B2B and B2C design projects, ensuring on-time delivery and surpassing client expectations. Clients: Target, Walmart, Walgreens, BestBuy.
- Mentored and guided team members, provided training, coordinated project workflows.
- Developed scalable design systems to foster collaboration and alignment among designers and product teams. Templated videos and web banners for production.
- Designed business merchandise and created interactive presentations for major clients.
- Generated photorealistic renderings, optimized images, UI elements for enhanced website performance.
- Created visuals ranging from packaging design to promotional materials and collateral, retouched images, and prepared digital assets for web, print, social media and working on company's CMS.

EIC Agency, New York**12/2015 – 03/2016****UX Designer (Internship)**

Designed intuitive UX/UI for webpages, wireframed concepts, and defined brand aesthetics.

- Conducted research to design cross-platform campaigns, supporting brand-focused marketing efforts.
- Collaborated with a diverse team of designers and developers to deliver various projects.
- Optimized images and code for efficient web performance.

Dmik Design, New York**09/2012 – 06/2017****Freelance Graphic Designer | Art Director**

Provided art direction and delivered print and digital designs for a wide range of clients.

- Developed brand identities, created social media statics, online videos and banners, designed landing pages, and crafted engaging UX/UI interfaces to elevate user experiences.
- Photographed and image retouched product for e-commerce and social media.

American Christmas Inc., New York**09/2010 – 11/2015****Design Decorator**

Holiday designs, installations and displays. Clients: Bergdorf Goodman, Rockefeller Center, Disney Store, Gucci, Madison Square Garden, Radio City Music Hall, Bloomingdale's, and others.

Education**B.F.A (Bachelor of Fine Arts) degree in Graphic Design and Multimedia**

The City College (City University of New York)

Certificate

Google Career Certificate / Google UX Design Professional Certificate

Alison Design School / Certificate in Web Design