

yulia pisarskiy

DESIGN

An art director & visual communicator with an elevated aesthetic and the ability to execute.

With 14 years of experience, I bring a unique and artful point-of-view to every project. Creative thinking, empathy, high intelligence and thoughtful detail prevail in my approach to art direction and design, with a proven track record of creating successful campaigns and stunning deliverables.

EXPERIENCE

Art Director at Sunbrella

- DIRECTED ELEVATED PHOTOGRAPHY AND VIDEOGRAPHY ON LOCATION, IN STUDIO
 - CREATED STORYBOARDS, MOODBOARDS, AND OTHER SUPPORTING ASSETS TO HELP PLAN AND EXECUTE PHOTO AND VIDEO WORK
 - CREATED HIGH-END BROCHURES, ADVERTISING AND OTHER MARKETING COLLATERAL
- Burlington, NC November 2022–Present

Senior Web Specialist at Duke Energy

- DEVELOPED INNOVATIVE DESIGN SOLUTIONS TO MEET CLIENT MARKETING & SALES GOALS
 - EXECUTED APPROVED DESIGNS WORKING WITH UX, WEB, PRINT SUPPORT, ETC.
 - CONDUCTED RESEARCH TO STAY CURRENT ON DESIGN AND FUNCTIONALITY TRENDS
- Charlotte, NC July 2021–August 2022

Senior Art Director at Stratagon

- DESIGNED AND DELIVER MULTI-CHANNEL CREATIVE DESIGN STRATEGIES FOR INTERNAL AND EXTERNAL CLIENTS AND SUPPORT NEW BUSINESS PROPOSALS AND PITCHES
 - DIRECTLY WORK WITH JUNIOR DESIGNER AND SUPPORT A TEAM OF WRITERS, VIDEOGRAPHER, AND MARKETING ASSOCIATES IN PRODUCING DIGITAL MEDIA, PRINT, EMAIL, AND BRANDING CAMPAIGNS
- Charlotte, NC September 2019–July 2021

Senior Designer at Tattoo Projects

- DESIGNED AND PRODUCED ELEVATED DIGITAL AND PRINT PIECES FOR CLIENTS LIKE DOMTAR PAPER, HOSTESS SNACK CAKES, SHEETZ GAS STATIONS, AND UNC CHARLOTTE
 - DESIGNED COHESIVE VISUAL IDENTITIES AND BUILT IN-DEPTH BRAND GUIDES INCLUDING VISUAL EXECUTION OF SOCIAL MEDIA PRESENCE, EVENT GUIDELINES, AD CAMPAIGNS, MERCHANDISE, PRINT COLLATERAL, AND WEBSITES
- Charlotte, NC September 2018–September 2019

Visual Designer at Barings

- LEAD CREATIVE FOR BARINGS' GLOBAL PRIVATE FINANCE GROUP
 - SUPPORTED MARKETING OBJECTIVES THROUGH PROFESSIONAL WHITE PAPERS, EMAIL CAMPAIGNS, QUARTERLY REPORTS, AND BRAND ASSETS
 - CREATED ANIMATION STORYBOARDS & CAMPAIGNS TO BOOST ACTIVITY ON SOCIAL MEDIA
 - WORKED ON PRINT, ENVIRONMENTAL AND DIGITAL COMPONENTS FOR LOCAL AND NATIONAL EVENTS
- Charlotte, NC March 2018–August 2018

Art Director at Belk

- WORKED COHESIVELY WITH DESIGNERS, COPYWRITERS, AND MARKETING MANAGERS TO DELIVER HIGH-QUALITY PROMOTIONAL CAMPAIGNS INCLUDING PRINT COLLATERAL, DIGITAL COMPONENTS, SOCIAL MEDIA CAMPAIGNS, POINT OF PURCHASE SIGNS AND DISPLAYS
- Charlotte, NC September 2017–March 2018

Senior Designer at Stream Realty Partners

- DIRECTLY SUPPORTED THE VICE PRESIDENT OF MARKETING IN DESIGNING AND EXECUTING NATIONAL CAMPAIGNS AND MARKETING EFFORTS
 - DESIGNED AND EXECUTED PRINT, DIGITAL, ENVIRONMENTAL GRAPHICS, AND PACKAGING
- Washington, D.C. & Charlotte, NC March 2015–January 2017

SKILLS

UX/UI • WEBSITE DESIGN • BRANDING • PRINT DESIGN • DIGITAL DESIGN • ENVIRONMENTAL GRAPHICS • BROADCAST GRAPHICS • TYPE ANIMATION • SOCIAL MEDIA • PROJECT MANAGEMENT • EMAIL MARKETING

ADOBE CC: PHOTOSHOP/ILLUSTRATOR/INDESIGN • SKETCH • AFTER EFFECTS • KEYNOTE
MICROSOFT OFFICE: WORD/EXCEL/POWERPOINT • FLUENT ON BOTH PC AND APPLE

EDUCATION

Savannah College of Art & Design

SCAD • SAVANNAH, GEORGIA 2005–2009
BACHELOR OF FINE ARTS DEGREE
ADVERTISING AND GRAPHIC DESIGN
SUMMA CUM LAUDE HONORS