

yulia pisarskiy

DESIGN

Art Director & Visual Communicator crafting intentional, high-impact visual work.

With 14 years of experience, I lead projects with a distinct artistic sensibility and disciplined execution. My work blends creative intelligence, empathy, and precision to deliver successful campaigns and visually striking brand solutions.

EXPERIENCE

Freelance Art Director and Designer at Yulia Pisarskiy Design

- Provide art direction and design for print and digital campaigns serving medical, investment management, commercial real estate and recruiting clients
- Shape brand narratives through cohesive visual systems, campaign concepts and execution

Charlotte, NC

October 2024–
Present

Art Director at Sunbrella

- Directed elevated photography and videography on location and in studio
- Created storyboards, mood boards and supporting assets to execute photo and video work
- Designed high-end brochures, advertising campaigns, showroom exhibitions and marketing collateral supporting national brand initiatives

Burlington, NC

November 2022–
October 2024

Senior Web Specialist at Duke Energy

- Conceptualized, directed and designed high-quality brand advertising, product marketing and customer- and employee-facing communications
- Partnered closely with copywriters, account managers, UX professionals and creative leadership to deliver strategic, on-brand work

Charlotte, NC

July 2021–
August 2022

Senior Art Director at Stratagon

- Designed and delivered creative strategies for internal and external clients, supporting new business proposals and pitches
- Collaborated with junior designers and supported teams of writers, videographers and marketing associates producing digital, print and branding campaigns

Charlotte, NC

September 2019–
July 2021

Senior Designer at Tattoo Projects

- Designed and produced elevated digital and print deliverables
- Developed cohesive visual identities and comprehensive brand guides, including social media, events, ad campaigns, merchandise, print collateral and websites

Charlotte, NC

September 2018–
September 2019

Visual Designer at Barings

- Led creative for Barings' global private finance group
- Supported marketing objectives through white papers, email campaigns, quarterly reports and brand assets
- Created animation storyboards and campaigns to increase social media engagement
- Contributed to print, environmental and digital components for local & national events

Charlotte, NC

March 2018–
August 2018

Art Director at Belk

- Collaborated with designers, copywriters and marketing managers to deliver high-quality promotional campaigns
- Produced integrated print, digital, social and point-of-purchase materials and displays

Charlotte, NC

September 2017–
March 2018

SKILLS

Design and Creative BRANDING & VISUAL IDENTITY, UI/UX DESIGN, PRINT & DIGITAL DESIGN, EMAIL MARKETING, EVENT & EXPERIENTIAL DESIGN, MOTION GRAPHICS, TYPOGRAPHY, STORYBOARDING & CONCEPT DEVELOPMENT

Tools and Platforms ADOBE CREATIVE CLOUD (PHOTOSHOP, ILLUSTRATOR, INDESIGN, AFTER EFFECTS, XD), FIGMA, SKETCH, KEYNOTE, MICROSOFT OFFICE, MAC & PC PROFICIENT

Soft Skills CREATIVE LEADERSHIP, ART DIRECTION, STRATEGIC THINKING, CROSS-FUNCTIONAL COLLABORATION, BRAND STANDARDS & STYLE GUIDE ADHERENCE

EDUCATION

Savannah College of Art & Design

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