

# 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