

# Daria Zhest

Art Director & Experiential Designer

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## PROFESSIONAL SUMMARY

Creative Art Director and Senior Designer with over 12 years of experience leading experiential, digital, and visual design projects. Known for my ability to turn concepts into fully realized user experiences, I thrive in crafting immersive, brand-driven environments with a strong architectural and environmental design sense. With a background in both large-scale, dynamic agency projects and lean, hands-on creative workflows, I excel in spatial design, creative strategy, and end-to-end campaign execution. I am passionate about creating memorable brand experiences that align with core values and connect meaningfully with audiences.

## EXPERTISE

- Design Software : Adobe Creative Suite (Illustrator, Photoshop, After effects, inDesign, Firefly), Cinema 4D, Redshift, Figma, some Blender and UE5
- Design Specialties : Spatial Design, 3D Visualization, Brand Development&Strategy, Materials Research, Conceptual Sketching, Writing
- Skills : Creative Problem-Solving, Project Management, Cross-Functional Collaboration, Brand Positioning, Brainstorming,
- Soft Skills : Strategic Thinking, Creativity, Versatility, Hyperattention to Detail, Effective Communication

## WORK EXPERIENCE

### ART DIRECTOR & DESIGN LEAD

*Intuisse* | June 2023 – September 2024

- Led design across top portfolio brands, spearheading projects in digital, print, e-commerce, and out-of-home (OOH) media, ensuring consistency and adherence to brand guidelines.
- Delivered cohesive brand stories through innovative 3D integrated campaigns across social media, websites, and physical spaces.
- Resolved complex design challenges with practical, innovative solutions that maintained brand integrity.
- Oversaw graphic and production teams, optimizing workflows to enhance productivity and on-time project delivery.

### SENIOR DESIGN LEAD - ART DIRECTOR

*TropiBell* | April 2021 – September 2024

- Developed and directed high-impact video and animated content, aligning creative concepts with business objectives for increased brand visibility.
- Led every aspect of the production pipeline, from concept art and storyboarding to animation, rendering, and post-production editing.
- Collaborated closely with cross-functional teams to ensure brand alignment, resulting in enhanced brand engagement on platforms like YouTube and TikTok.
- Designed and implemented streamlined production processes, improving time-to-market and reducing project turnaround times.

### EXPERIENTIAL DESIGN LEAD

*Freelance* | October 2022 – September 2024

- Created dynamic real-time content for mobile and social platforms, leveraging trend analysis to deliver highly relevant brand stories.

- Produced spatial designs and interactive experiences for high-profile clients, including NFL, SVB, and Wonderworld, aligning each project with brand identity and audience insights.
- Directed comprehensive creative projects across video, photography, and animation to produce cohesive multi-channel brand experiences.
- Researched materials and created material boards, contributing to innovative design solutions that stood out in competitive markets.

## **MULTIDISCIPLINARY DESIGNER & SENIOR CREATOR**

*Various Clients* | December 2017 – September 2022

- Collaborated on brand strategy and design execution for numerous brands like Stellar Foundation, NYFW, Tommy Hilfiger, Misenscene, specializing in immersive, client-facing design solutions for high-stakes marketing campaigns.
- Produced supporting assets and pitch decks, contributing to multi-million dollar client contract wins.
- Managed small, agile teams to deliver interactive and visually compelling content for web and email marketing, reaching a broad audience base.

## **ASSOCIATE FACULTY**

*Parsons School for Design* | August 2015 – September 2017

- Developed and taught courses in philosophy, conceptual art, and aesthetics, fostering creative problem-solving and critical thinking skills.
- Conducted workshops in 3D animation and experiential design, encouraging students to explore innovative approaches to visual storytelling.

## **EDUCATION**

Master of Fine Arts (MFA) in Design

***Parsons School for Design***

Awarded part-tuition scholarship

## **BRAND DESIGN PROCESS**

My design process is strategically focused on delivering holistic brand experiences from concept to execution:

1. **Discovery** : Engage with brand stakeholders to fully understand the brand's mission, values, and target audience.
2. **Concept Development** : Create multiple design concepts, emphasizing storytelling and cohesive brand messaging.
3. **3D Visualization** : Produce draft renderings, material boards, and mockups to showcase design ideas and material choices.
4. **Collaboration** : Work cross-functionally with creative, production, and vendor teams to ensure seamless project execution.
5. **Final Execution** : Oversee all design aspects, including final detailing, installation support, and quality control.

## **ACCOLADES & RECOGNITION**

- Numerous art shows and exhibitions across the U.S. and internationally, showcasing a wide array of work from visual installations to interactive media.
- Awarded part-tuition scholarship for MFA program at Parsons School for Design, recognizing both artistic talent and academic merit.
- Publications in: *Second Nature*, 2017; *Create!Magazine*, 2019; *UGNY Magazine*, 2022