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 **Web**
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 **Location**
New York

SOCIAL

LinkedIn
[linkedin.com/in/dariazhest](https://www.linkedin.com/in/dariazhest)

Instagram
[instagram.com/dariazhest_](https://www.instagram.com/dariazhest_)

EXPERTISE

- Adobe Creative Suite
- Creative Direction & Strategy
- Branding & Identity
- Graphic Design
- Motion Graphics
- Print & Packaging
- Photo & Video
- Web Design
- Cinema 4D , CGI
- Generative AI

SOFT SKILLS

- Creativity
- Strategic Thinking
- Hyperattention to detail
- Brainstorming
- Inspiration
- Teamwork & Patience
- Work Balance
- Versatility
- Curiosity

EDUCATION

Masters of Fine Arts (MFA)

Awarded part-tuition scholarship award to Parsons New School of Design

LANGUAGES

- English
- Russian

DARIA ZHEST

Senior Designer, Art Director

SUMMARY

Multidisciplinary Art Director & Senior Designer with over 12+ years of experience across both lean and large in-house and agency teams. Keen eye for identifying missed opportunities where brands can create amazing, authentic content. Excels in collaborating with brands with rich stories to tell, offering fresh perspectives to navigate the evolving media landscape and capture ever-shortening attention spans. Proven track record in executing comprehensive 360 campaigns that integrate digital, print, and out-of-home advertising.

WORK EXPERIENCE

ART DIRECTOR

INTUISSE | June 2023 - Sept 2024

- Led design on top portfolio brands; expanding scope to encompass digital, e-commerce, print, and out-of-home (OOH) advertising
- Supervised the work of graphic and production designers, ensuring consistency and adherence to brand guidelines across all platforms, held meetings and structured work flow to be on point.
- Developed high-profile 3D integrated creative campaigns for brand's social media, website, and marketing campaign.

Design Lead - Art Director, Senior Creator, VFX Specialist

TropiBell | April 2021 - Sept 2024

- Lead the Creative Team to develop and execute video content for TropiBell animations - including script writing, storyboarding, timeline and pipeline needs, directed the process of video creation.
- Led day-to-day creative needs, streamlining processes to deliver videos to market faster, improving time-to-market efficiency enhancing visibility and engagement on platforms like Youtube and Tiktok
- In the beginning was responsible for the whole production including: concept art, character and scene 3D modeling, Lighting, animation, rendering and render farm setup, post production and editing.

Design Lead - Senior Creator, Web UI/UX Designer, Art Director

SPACE | October 2022 - Sept 2024

- Created compelling real-time content, photography, video, and animation; trend-focused stories thoughtfully created for the mobile, social experience
- Major brands and work included projects for NFL, SVB, Bitt, Carecenta, Wonderworld, Stellar Foundation, Intuisse, Wripple, and iconic fashion brands like New York Fashion Week, Calvin Klein, Misenscene.

Multidisciplinary Designer - Senior Creator, Web, UI/UX Designer, Product Design

Various | December 2017 - Sept 2022

- Worked with various brands across the years, led day-to-day creative needs, created supporting assets and decks for client pitches, helping win multi-million dollar contracts; Developed high-profile 3D integrated creative campaigns for brands and music festivals
- Managed a lean team executing concepts and mass marketing campaigns for web, email, and interactive mediums seen by a mailing list with a reach of 3.9 million paying subscribers

Associate Faculty

Parsons School for Design | August 2015 - September 2017

- Prepared and taught discussions on various topics in philosophy, conceptual art, and aesthetics after being assigned a class to lead.
- Conceptualized and taught creative courses and workshops in 3D and animation.