

VLADISLAV SHARGORODSKY

slava@service52.com

SUMMARY

I am a creative director, designer, and design strategist with architectural and design management background who helps clients and brands communicate clearly and simply to send their message across. I develop corporate branding (voice and messaging), visual identities, integrated communications, advertising and sponsorship campaigns, employee engagement initiatives utilizing multiple media, both traditional and digital.

- > Practical knowledge of the creative and production processes
- > Experience building teams and consensus between all parties involved in the design process
- > Proven ability to motivate and inspire team members and delegate responsibilities
- > Excellent project management and presentation skills
- > Comfortable working under pressure with changing work conditions and on multiple projects

EXPERIENCE

2007-current – Director of Creative Services/Creative Director STV Incorporated, New York, NY

Responsible for hiring, mentoring, and supervising Creative Services staff, to support marketing initiative nationwide. Provide overall creative direction for all design materials, including company's marketing and corporate communication campaigns, advertising, proposals, presentations, portfolios, announcements, brochures and flyers, internal and external websites, environmental graphics, logos, etc.

- > Played key role in the revitalization of STV's brand
- > Established creative direction and standards for all Creative Services Department projects and programs across company divisions and practices
- > Ensure that all components of the brand identity system – typography, photography, color and other elements are used appropriately to create innovative and yet consistent visual solutions
- > Led strategy and innovation sessions to develop and implement new graphic standards for Marketing and Corporate Communication departments
- > Fostered the development of the creative team's culture and quality standards

2001-2007 – Art Director Real Estate Arts, New York, NY

Supervised creative staff. Designed brochures, flyers, posters, ads, invitations, and logos for commercial real estate clients. Worked on the concepts and execution of a variety of projects, including branding, leasing and PR campaigns and repositioning of the real estate asset initiatives.

- > Managed multiple projects from concept through completion
- > Identified and managed internal and external resources that provided printing and consulting services
- > Played key role in new business development activities, developing business strategies and designing winning pitches to multiple existing and prospective clients
- > Provided quality control over all design materials

1998-2001 – Graphic Designer Morgan Stanley Dean Witter, New York, NY

Designed brochures, posters, ads, invitations, OMs and annual reports. Prepared artwork for graphic presentations. Worked closely with art directors on a broad range of projects, including collateral materials and corporate identity. Participated in development and implementation support for the new Morgan Stanley Wordmark and new house-style design.

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OTHER NOTABLE EXPERIENCE

Senior Freelance Graphic Designer Merrill Lynch, New York, NY

Was hired to design a portfolio for Merrill Lynch's Creative Services Department. After successful completion of the assignment, was retained on site for multiple assignments, including environmental design for day-care center, several branding initiatives, and design of brochures and posters, just to name a few.

Environmental/Retail Graphic Designer PASSAGE – a Retail Company; Odessa, Ukraine

Worked with clients running ideation sessions and, later, presenting concepts and final design for retail shops and window displays. Conceptualized and design advertising campaigns to expand sales. Designed and supervised production and installation of signage, billboards, window displays and seasonal fairs. Designed trademarks and logos.

Architect Multiple firms located in Ashgabat, Turkmenistan and Odessa, Ukraine

Worked as an architectural designer and renderer on a variety of projects, including Performance Center in Ashgabat, Turkmenistan, numerous public schools, medical center, apartment buildings, private houses, etc.

PRO BONO WORK

2007-current – Account Director/Project Manager/Graphic Designer Taproot Foundation, New York, NY

Taking on different roles from an Account Director and Project Manager to an Art Director and Graphic Designer, working on various projects developing brand strategy, naming, visual identity, brochures, and annual reports for non-profit organizations in the New York City and nationwide.

EDUCATION

- > Pratt Institute, New York – Master's Degree in Design Management
- > Polytechnic University, Odessa, Ukraine – Graphic Design Program
- > Odessa State Academy of Civil Engineering and Architecture – Bachelor's Degree in Architecture
- > School of Fine Art, Odessa, Ukraine – Certificate

WORK SAMPLES

To view samples of my work, please visit:

<https://slava-52.myportfolio.com>

or download PDF:

http://www.barbarian-design.com/Portfolio/Vladislav_Work.pdf

References available upon request.