

DMITRY BARANOV

Senior Graphic Designer | Commercial Photographer | Creative Marketing Specialist

Tampa, FL 33635

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PROFESSIONAL SUMMARY

Senior Graphic Designer and Brand Photographer with 14+ years of experience in brand identity, visual storytelling, commercial photography, and multi-channel marketing campaign execution. Proven track record transforming concepts into compelling visuals that drive engagement, conversion, and brand growth. Expert in Adobe Creative Cloud, digital and print production, art direction, typography, brand guidelines, and cross-functional team collaboration. **Bilingual (English / Russian). U.S. Work Authorization. Open to Remote & Relocation.**

CORE SKILLS & TOOLS

Design & Creative: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, After Effects, Premiere Pro), Figma, Canva | Layout Design, Packaging Design, Logo Design, Icon Design, Typography, Vector Illustration

Photography & Video: Product Commercial Photography, Corporate Headshots, Event Coverage, Color Grading, Video Production, Mockup Creation, Studio lighting, Catalog photography, E-commerce photography, Retouching workflow

Web & Digital: UI/UX Design, Wireframing, Digital Prototyping, HTML/CSS, WordPress, Landing Page Design, Responsive Design, On-Page SEO Optimization

Marketing & Strategy: Brand Identity, Campaign Management, Art Direction, Creative Direction, Email Marketing, Social Media Content, Marketing Collateral, Sales Enablement, Lead Generation

Print Production: Pre-Press, CMYK, Pantone, Typography, Brand Guidelines, Style Guides, Vector Illustration

Analytics & PM: Google Analytics, Meta Business Suite, Asana, Trello, Smartsheet

AI & Emerging Tech: AI Design Tools (Midjourney, ChatGPT, Adobe Firefly), Content Generation, Workflow Automation, Prompt Engineering

PROFESSIONAL EXPERIENCE

Senior Graphic Designer | Creative Specialist

Davidoff of Geneva (Luxury Retail and Lifestyle Brands) | Tampa, FL

September 2021 – April 2026

- Lead creative strategy and art direction for 500+ annual marketing assets across print and digital channels, managing project timelines, vendor coordination, and cross-functional team collaboration - increasing overall brand engagement by 35% through data-driven creative decisions.
- Direct product and lifestyle photography operations for luxury brands, including S.T. Dupont Paris and Davidoff, overseeing studio lighting setup, shot planning, and creative direction, ensuring brand consistency across e-commerce, catalog, and marketing platforms.
- Manage complete creative production workflows from concept development through final delivery, coordinating with marketing teams to optimize asset pipeline efficiency across 5+ concurrent campaigns and reducing average turnaround time from 14 to 10 days.
- Develop and execute integrated marketing campaigns, including email marketing, landing pages, social media content, and sales enablement collateral aligned with brand strategy, that contribute to a 20%+ increase in monthly click-through rates and improved lead generation.
- Establish and maintain brand guidelines, typography systems, and style guides while providing creative direction and quality control across all client touchpoints, print production, and digital platforms.
- Produce advanced promotional visuals, including digital compositing, layout design, motion graphics elements, packaging design, vector illustrations, icon design, and multi-format social media advertising assets.

Graphic Designer | Brand Photographer

October 2017 - September 2021

- Designed and produced marketing assets across print and digital channels, including advertisements, social media graphics, trade show materials, and product documentation for luxury brands.
- Created product photography and video content for S.T. Dupont Paris and Davidoff, executing complete production workflows from studio setup through retouching and color correction.
- Developed email marketing campaigns and social media content aligned with brand strategy, contributing to increased engagement across digital platforms.
- Produced promotional visuals including digital compositing, typography layouts, vector illustrations, and social media advertising assets.

Graphic Designer | Brand Manager

VC Publishing (Design & Marketing Agency) | Moscow, Russia

June 2012 – August 2017

- Led a design team of 4 across brand identity, logo design, and marketing campaigns, delivering 100% of projects on time and within budget.
- Managed project budgets, vendor coordination, and client relations across multiple concurrent initiatives.
- Directed design lifecycle from concept to delivery, ensuring quality standards and stakeholder satisfaction across all deliverables.
- Analyzed market trends and competitor activity to inform design strategy, resulting in 30% increase in client retention.

EDUCATION & PROFESSIONAL DEVELOPMENT

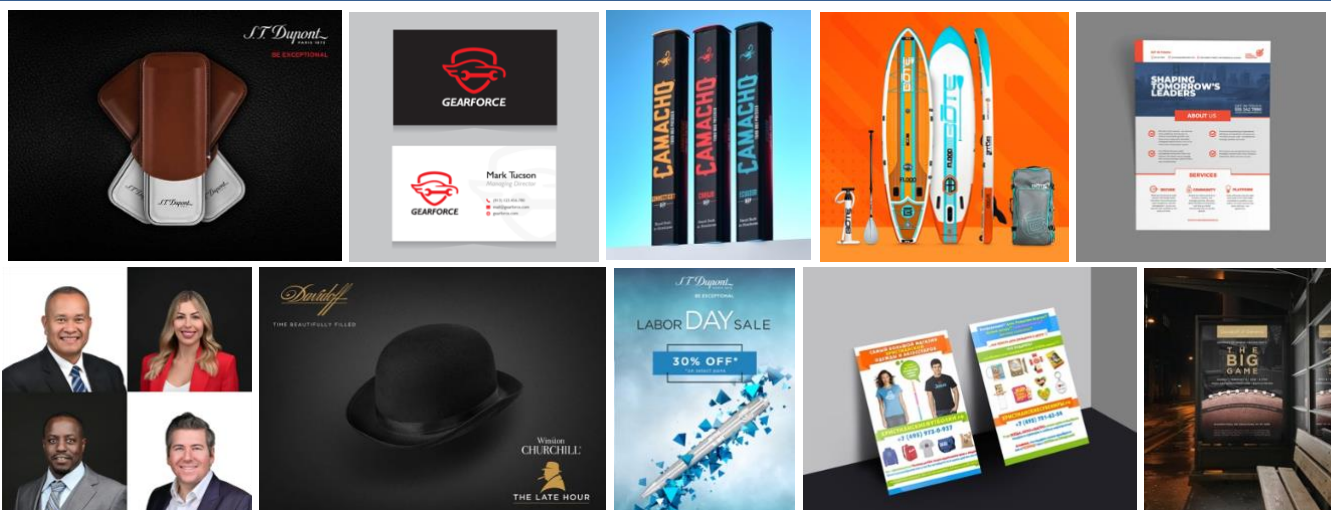
National University of Science and Technology · Moscow, Russia

- Bachelor of Technology - Electronics and Informatics
- *Developed a strong analytical and technical foundation; transitioned to graphic design and visual communications.*

AREAS OF EXPERTISE

Brand Identity & Visual Identity Systems, Art Direction & Creative Direction, Commercial & Product Photography, Print & Digital Campaign Design, Email Marketing & Marketing Automation, Typography & Brand Guidelines, Pre-Press & CMYK Production, Project Management & Client Relations, Vector Illustration, Mockup Creation, AI Design Tools.

PORTFOLIO HIGHLIGHTS



Full portfolio: www.dmitrybaranov.pro