

DMITRY BARANOV

Graphic Designer | Creative Specialist | Commercial Brand Photographer

Tampa, FL 33635

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PROFESSIONAL SUMMARY

Graphic designer and creative specialist with 14+ years of experience turning ideas into visual solutions that get results. I can take a brief, ask the right questions, and come back with something the clients didn't even know they wanted, but needed. I work across retail, construction, technology, and professional services, creating brand identities, pitch decks, sales presentations, marketing campaigns, infographics, and digital assets. From banner ads and outdoor prints to social media and email campaigns, I handle both strategic design and hands-on execution, including professional photography and videography when projects require it. Expert in Adobe Creative Cloud. **Based in Tampa, open to remote work or 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

Presentation & Communication: Pitch Deck Design, Investor Presentations, Sales Presentations, Marketing Presentations, Print-Ready Training Materials, Infographic Design, Data Visualization, Storytelling through Design

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

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

Visual Production: Product & Commercial Photography, Corporate Headshots, Event Coverage, Lifestyle Photography, Color Grading, Video Production, Mockup Creation, Studio Lighting, Catalog Photography, E-commerce Photography, Retouching Workflow

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

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

AI & Emerging Tech: ChatGPT, Adobe Firefly, Gemini, Midjourney, Claude | Content Generation, Workflow Automation, Prompt Engineering.

Languages: English - Full Proficiency, Russian - Native

PROFESSIONAL EXPERIENCE

Graphic Designer | Creative Specialist

Davidoff of Geneva (Luxury Retail and Lifestyle Brands) | Tampa, FL September 2021 – April 2026

- Designed and produced 500+ marketing assets annually across print and digital channels: advertisements, social media graphics, trade show materials, presentations, and product documentation.
- Created and managed product and lifestyle photography for S.T. Dupont Paris and Davidoff, from studio setup to final delivery, ensuring brand consistency across e-commerce, catalogs, and marketing platforms.
- Reduced turnaround time from 14 to 10 days while managing creative workflows across 5+ concurrent campaigns.
- Created integrated marketing campaigns (email, landing pages, social media, sales materials) that increased click-through rates and improved lead generation.
- Built brand guidelines, typography systems, and style guides for company brands while overseeing quality control across all touchpoints.
- Produced visuals ranging from motion graphics and packaging design to sales decks and multi-format social media assets.

Graphic Designer | Brand Photographer

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

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

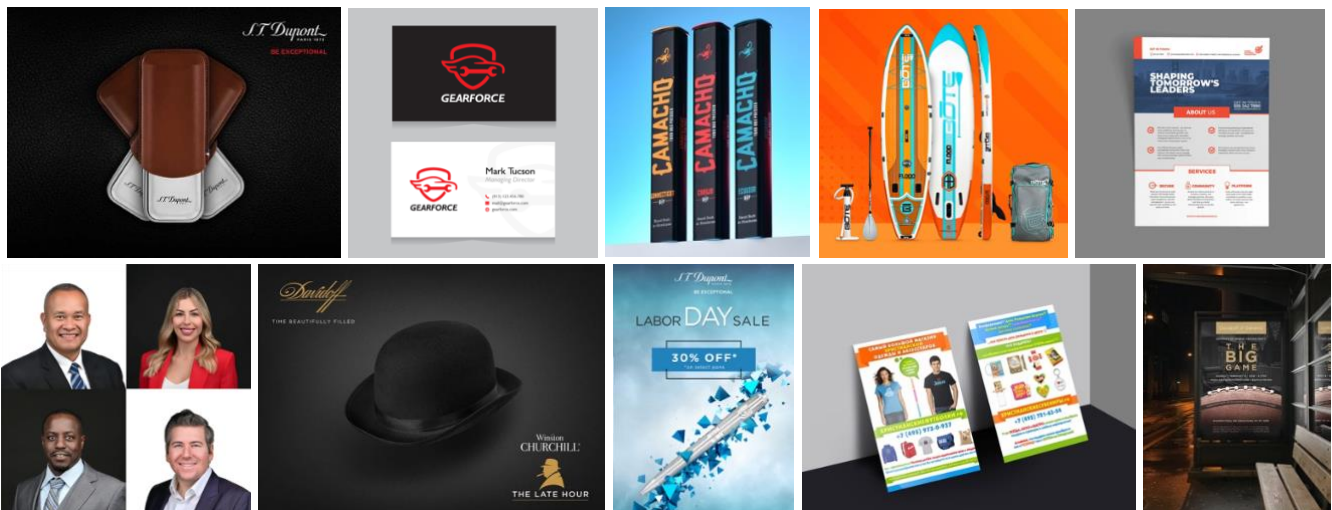
National University of Science and Technology · Moscow, Russia

- Bachelor of Technology - Electronics and Informatics. Transitioned to graphic design and visual communications.

AREAS OF EXPERTISE

Brand Identity, Visual Systems, Art Direction, Creative Direction, Commercial Photography, Product Photography, Print & Digital Campaign Design, Pitch Deck Design, Investor Presentations, Email Marketing, Marketing Automation, Typography, Brand Guidelines, Pre-Press Production, CMYK Production, Project Management, Client Relations, Team Leadership, Vector Illustration, Mockup Creation, AI Design Tools (Midjourney, ChatGPT, Adobe Firefly, Gemini).

PORTFOLIO HIGHLIGHTS



Full portfolio: www.dmitrybaranov.pro