

DMITRY BARANOV

Senior Graphic Designer | Brand Photographer | Creative Marketing Specialist

Tampa, FL | U.S. Work Authorization
813-580-4970 | mail@dmitrybaranov.pro | www.dmitrybaranov.pro | linkedin.com/in/dmitrybaranovpro

PROFESSIONAL SUMMARY

Senior Graphic Designer and Brand Photographer with 10+ 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, Figma, Canva

Photography & Video: Product & Brand Photography, Commercial Photography, Corporate Headshots, Event Coverage, Color Grading, Video Production, Mockup Creation

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

Marketing & Strategy: Brand Identity, Campaign Management, Art Direction, Creative Direction, Email Marketing, Social Media Content

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, Content Generation, Workflow Automation, Prompt Engineering

Languages: English - Full Professional Proficiency, Russian - Native

PROFESSIONAL EXPERIENCE

Senior Graphic Designer | Brand Photographer

Davidoff of Geneva (Luxury Lifestyle Brand) | Tampa, FL

October 2017 – March 2026

- Designed and produced 500+ marketing assets annually across print and digital channels — advertisements, social media graphics, trade show materials, presentations, and product documentation — increasing overall brand engagement by 35%.
- Created and managed high-quality product photography and video content for luxury brands, including S.T. Dupont Paris and Davidoff, maintaining strict brand consistency across all touchpoints, brand guidelines, and style guides.
- Led complete photo production workflows from shot planning and execution through retouching, color correction, pre-press preparation, and digital asset organization, reducing average production turnaround time from 14 to 10 days.
- Developed email marketing campaigns and social media content aligned with current market trends and brand strategy, contributing to a 20%+ increase in monthly click-through rates.
- Collaborated with cross-functional marketing teams to optimize product photography approaches and streamline the monthly asset pipeline across 5+ concurrent campaigns simultaneously.
- Produced promotional visuals including digital compositing, typography systems, motion graphics elements, vector illustrations, and social media advertising assets in story-ready 9:16 format.

Senior Graphic Designer | Art Director

VC Publishing (B2B Design & Marketing Agency) | Moscow, Russia

June 2012 – August 2017

- Led a creative design team of 8 professionals, delivering 100% of projects on time and within budget through strategic resource allocation, workflow optimization, and clear milestone tracking.
- Managed project budgets exceeding \$500,000 annually across multiple concurrent design and marketing initiatives — overseeing team salaries and all operational expenses.
- Oversaw complete design lifecycle from concept to delivery — ensuring quality standards, brand guideline adherence, typography consistency, and stakeholder satisfaction across all client deliverables.
- Analyzed market trends, competitor activity, and audience insights to inform design strategy, resulting in a 30% increase in client retention over two years.
- Redesigned client-facing sales processes and internal systems, driving measurable revenue growth and improving team productivity by 40%.

EDUCATION & PROFESSIONAL DEVELOPMENT

Institute of Leadership and Management · Moscow, Russia

- Leadership and Organizational Development — Short Course Program

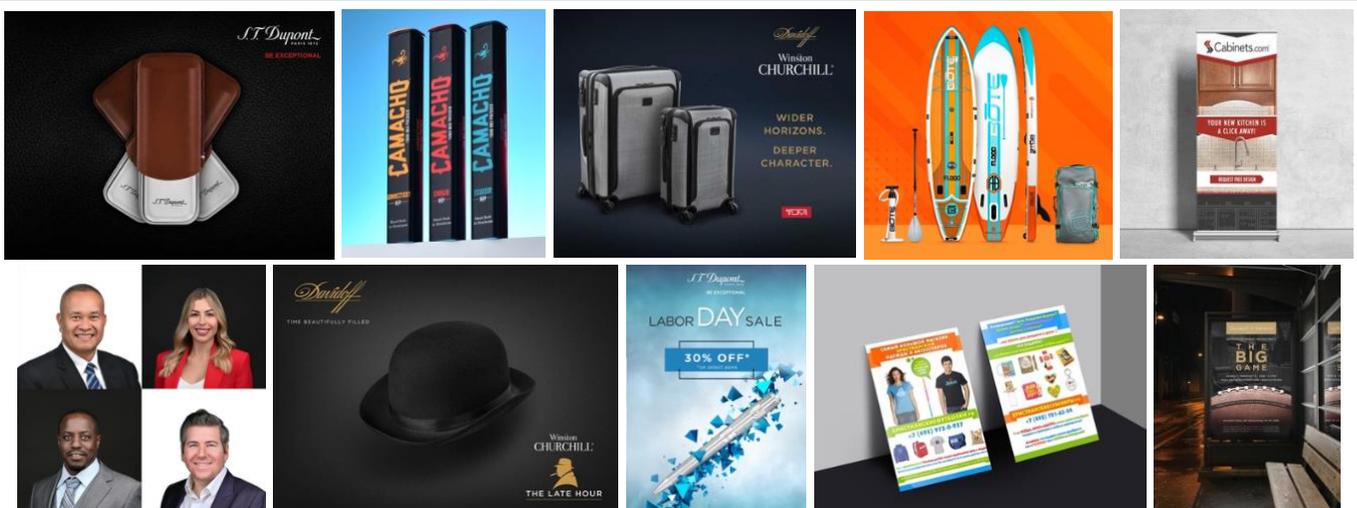
National University of Science and Technology · Moscow, Russia

- 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, Bilingual Communication (EN / RU)

PORTFOLIO HIGHLIGHTS



Full portfolio: www.dmitrybaranov.pro