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CONTACT INFO

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Roman Vlasov

Senior Designer, Art Director

COMPETENCES • Brand Design, Packaging Design, Visual Communication, Editorial, Print Design, UX Design, Animation, 3D Visualization

Skills

2D DESIGN • Adobe Creative Suite

3D DESIGN • Cinema 4D

UX DESIGN • Sketch, Principle, InVision

ANIMATION • After Effects

ART DIRECTION • Conceptual thinking, Strategy Implementation, Presentation, Managing creatives, Negotiation

Awards

2013

BRONZE PENTAWARDS

Category — Packaging Concept

Education

2011—2013 • CPD PROGRAM

British Higher School of Art and Design,

Visual communications

2000—2004 • BS

Southern Federal University

(Russia, Rostov-on-Don)

Faculty of Mathematics,

Physics & Computer Sciences

Professional experience

2019—PRESENT • PVH CORP • NEW YORK • Freelance Senior Designer

COMPANY • Global apparel and fashion company with \$9.7 billion in annual revenues and over 38,000 associates

EXPERIENCE • Developing visual assets and branding design materials for the company's brand portfolio: CALVIN KLEIN, TOMMY HILFIGER, Van Heusen, IZOD, Speedo, Nike Underwear. Designing infographics and marketing presentations for PVH Corp. Providing design solutions, and branding for campaigns. Designing annual marketing reports, packaging, POS, video assets.

KEY ACHIEVEMENTS • Developed and adapted new brand identity for PVH Sustainability Platform for different media. Designed several presentations for Nike Underwear that were crucial to the company.

2018—2019 • AGENDA • NEW YORK • Senior Designer

COMPANY • Creative Agency specialized in Brand Identity, Strategy, Design

EXPERIENCE • Developing brand guidelines, websites, and diverse design solutions for major U.S. companies such as Master Card, The Guardian Life Insurance Company of America, PartnerRe Ltd, LexisNexis, Abbott Laboratories, etc. Creating advertising campaigns from concept to completion for prominent Korean companies.

KEY ACHIEVEMENTS • Completed the new elaborated guidelines for LexisNexis. Created several digital campaigns and web pages for Coway and Guardian Life.

2017—PRESENT • QUEST BASICS USA • NEW YORK • Freelance Art Director

COMPANY • Manufacturer of consumer electronics

EXPERIENCE • Packaging design and brand developing for consumer electronics and mobile accessories. The color design of electronic products, design of instructions, presentations, and catalogs. Execution of photoshoots and photo retouch. Design and 3D render of point of sales and trade show booths.

KEY ACHIEVEMENTS • Developed new brands such as Klazzo, Spinpop, Monet and Millennial, bringing them to retailers worldwide.

2016—PRESENT • BOX2BOX DESIGN • NEW YORK • Freelance Art Director

COMPANY • In-house design studio, works with consumer electronics

EXPERIENCE • Brand developing and implementation brand assets in a design of the new packaging for consumer electronic and smartphone accessories for the highly-competitive market. Design of counter displays and PDQ's, catalogs, pitches for the sales team. Creation collateral in support of various marketing campaigns. Organization and execution of photo and video shooting with models. Design management in the creative collaboration with designers, CG-artists, photographers.

KEY ACHIEVEMENTS • Established several new trademarks of goods from scratch, bringing those goods to the shelves of Walmart, CVS Pharmacy, Family Dollar, Urban Outfitters.

2015—2016 • MIXBERRY LAB LTD • MOSCOW—SINGAPORE • Art Director

COMPANY • Manufacturer of consumer electronics

Publications

2020

STEFAN SAGMEISTER

@stefansagmeister

Animated Poster

"You Are Not Lost"

2013

TASCHEN

The Package Design Book 3:

The best in international
package design

2013

THE DIELINE

CEO Dish Soap Packaging

2013

PACKAGING OF THE WORLD

CEO Dish Soap Packaging

2013

ADMI

CEO Dish Soap Packaging

2011

FASHION & BEAUTY MAG

Movie Poster "The Skin I Live In"

EXPERIENCE • Assembling, motivating and directing a creative team of designers, photographers, copywriters. Conceptual development and design of guidelines for Mixberry, a new brand of consumer electronics. Design of the new packaging for the different lines of accessories, smartphone-controlled toys, gadgets. Development of billboards and in-store support, including POP and signage. Control of manufacturing of the devices in China, further maintenance of the brand alongside creative team. Design and launch of the company's web-site.

KEY ACHIEVEMENTS • Created and launched new brand on the international market. Mixberry has successfully attracted thousands of new customers in Russia, France, Germany, Finland, was featured in the International Consumer Electronics Show in Las Vegas. Established trusting relationships with designers, vendors, and manufacturers.

2014–2015 • ODINMAY • MOSCOW • Art director

COMPANY • Branding Agency

EXPERIENCE • Developing brand identities for music festivals, high profile night clubs, art galleries, and photo studios and maintain the brand appearance of such giants as Bols Liqueurs and Sauza Tequila.

KEY ACHIEVEMENTS • Developed several projects for the Naked Heart Foundation, an organization established by the world's #1 Top Model Natalia Vodianova. Created website for a fashion photographer of iconic status Paolo Roversi.

2013–2015 • AMLINSKY CEATIVE STRATEGIES • MOSCOW • Designer

COMPANY • Advertising Boutique

EXPERIENCE • Developing concepts and artwork, creating graphic design solutions from concept through to completion. Working closely with clients to create a vision, conceive designs, and consistently meet deadlines and requirements. Creating design theme and graphics for marketing and sales presentations, corporate websites. Involved in designing advertisements, brochures, handouts, flyers, packaging, and brand identity.

KEY ACHIEVEMENTS • Successfully completed multiphase projects. Established trusting relationships with designers, and key clients.

2011–2013 • ARTONICA • MOSCOW • Designer

COMPANY • Creative Agency

EXPERIENCE • Team member in the conceptual development and design for key clients of the agency including giants such as Lukoil, Rosneft, Uralsib, Exair, Vnesheconombank, Rossiysky Capital. Participation in tenders and in representations of strategic creative products to clients. Development of advertising campaigns, brand identity, packaging, annual reports, marketing brochures, gift cards, websites, and supportive graphics for meetings and presentations.

KEY ACHIEVEMENTS • Won two crucial tenders. Successfully completed clients' projects worth up to \$700,000. Provided proposal layouts and design under extremely tight deadlines.

2009–2011 • KOODOO TECHNOLOGIES • MOSCOW • Designer

COMPANY • A major distributor of computer and mobile accessories

EXPERIENCE • Successful management and coordinating graphic design projects from concept through completion. Responsible for developing and creating digital and print design for a wide range of print and online campaigns, publications and advertising for brands such as SONY, Intel, Parrot, Zyxel, Elitegroup, QNAP. Designing and creating marketing and e-marketing materials on a range of projects. Designing pitches and presentations for the sales teams.

KEY ACHIEVEMENTS • Provided packaging design for \$1.2M retail contract. Successfully translated subject matter into concrete design for packaging, newsletters, promotional materials, and sales collateral.

Further development

- Business of Design
 - 3D Animation and Composing
 - Digital Branding
 - UI/UX
 - Presentation Skills
 - Interactive Design and Data Visualization: TouchDesigner software
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