



LANA BELYAVINA

SENIOR ART DIRECTOR

INFO

**Name**

Lana Belyavina

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EDUCATION

**School of Visual Arts**Bachelor of Fine Arts
in Graphic Design**2003 – 2007**

TECHNICAL PROFICIENCIES

**Adobe Creative Cloud –**InDesign, Photoshop,
Illustrator, Dimension,
Bridge**Office 365 –**Microsoft Word,
Microsoft Excel,
Microsoft Power Point**Virtual Platforms –**Zoom, Blue Jeans,
Microsoft Teams

PROFESSIONAL QUALIFICATIONS

Innovative Senior Art Director with extensive experience managing and delivering creative design and concept creation for various multi-national companies. Experienced in PowerPoint presentations and collaborating with writers, videographers and photographers for various projects. Adept at influencing ideation, designing creative proposals / assets, and collaborating with cross-functional teams to enhance organizational productivity. Expert in utilizing several graphic tools to create briefs, designed / branded materials, and direction. Innate ability to develop content from scratch and deliver creative ideas / development solutions to clients. Skilled in managing and leading teams with full responsibility for bottom-line factors. Capable of managing various projects from inception to completion within defined quality, scope, and timelines. Possesses excellent communication, problem solving, decision making, and team leadership skills.



CAREER EXPERIENCE

Senior Art Director, Wilen Group, Melville, NY**2022 – Present**

Responsible for concept development and the execution on-time delivery of innovative, high-quality integrated direct marketing campaigns. Design across all channels including print, digital, social and broadcast in a variety of styles, as well as work within client brand guidelines.

- Collaborate and communicate with fellow creatives, copywriters, account's team as well as other departments, all for the common goal of producing compelling work and client satisfaction. Participate in brainstorming and collaborative sessions with colleagues and clients.
- Designed marketing materials for numerous clients such as Spectrum, Amika, Upstart, Comcast, Xfinity, Embrace and others.

Senior Graphic Designer, Brookhaven National Laboratory, Upton, NY**2013 – 2022**

Leverage technical expertise to create graphics from inception to completion for multimillion-dollar proposals, journal covers, publications, posters, illustrations, infographics, conference materials, logos, booklets, flyers, social media / digital graphics, zoom background, and website layout design.

- Work in close collaboration with marketing and social media team, research scientists, lab staff, and other partners around the globe from private and public lab industries. Internally, this includes Computational Science; Information Technology and Biology; National Synchrotron Light Source II; Medical; Center for Functional Nanomaterials, and others. Externally, this includes NSF, NIH, NASA, General Electric, and others.

Senior Graphic Designer, Perfumania Holdings, Bellport, NY**2012 – 2013**

Delivered proactive service to publicly traded distributor and specialty retailer of perfumes and fragrances by providing professional design packaging, posters, banners, promotional materials, logos, and letterhead. Defined ideal bottle shapes, colors, labeling, packaging, and collateral for fragrances by utilizing technical skills, artistic creativity, and extensive knowledge of consumer preferences.

- Designed store posters and ads for high-end brands and celebrity designers, such as Dior, Calvin Klein, Dolce & Gabbana, Kenneth Cole, Kim Kardashian, Paris Hilton, and Rihanna.

Graphic Designer, Rubies Costume Company, Westbury, NY**2007 – 2012**

Performed multiple graphic design functions for major costume company globally, while executing multiple concurrent projects which included multimillion-dollar contracts with private vendors, such as Walmart, Walgreens, Party City, Target, and Sears. Created packaging / make-up / poster / banner / catalog design, blister cards, and header cards design.

- Managed licensor approval for ensuring appropriate management of intellectual property which included leading marks belonging to DC Comics, Warner Brothers, Disney, Nickelodeon, Star Wars, American Greetings, Lukas Films and many more.