



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

ACKNOWLEDGEMENTS



**Catalysis, Science &
Technology Journal**
Illustration, May 7, 2021

ACS Catalysis Journal
Cover Design, December 12, 2019

**Angewandte
Communications Journal**
Illustration, July 5, 2018



PROFESSIONAL QUALIFICATIONS

Accomplished Senior Art Director with a solid track record of delivering innovative design solutions for multinational corporations. Proficient in leading the creative process from concept to execution, fostering collaboration across diverse teams to enhance organizational productivity. Skilled in utilizing graphic tools to craft impactful assets and drive client satisfaction through strategic communication and project management. Strong leadership capabilities with a focus on achieving bottom-line results while adhering to quality standards and timelines.



CAREER EXPERIENCE

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

- Direct the development and execution of integrated direct mail marketing campaigns across print, digital, social, and broadcast platforms, ensuring high-quality deliverables.
- Collaborate closely with creative and cross-functional teams to conceptualize and design materials aligned with client brand guidelines, fostering compelling work and client satisfaction.
- Lead brainstorming sessions to drive innovation and achieve project objectives.
- Designed marketing materials for prominent clients including Spectrum, Amika, Upstart, Comcast, Xfinity, Wex, and Embrace.

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

- Utilized technical expertise to create graphics for multimillion-dollar proposals, publications, posters, and digital media, collaborating with interdisciplinary teams to achieve project goals.
- Worked closely with marketing, social media, and research teams to develop impactful visuals for various initiatives, both internally and externally.
- Contributed to projects involving prestigious organizations such as NSF, NIH, NASA, and General Electric, supporting the success of high-profile endeavors.

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

- Provided proactive design solutions for a publicly traded distributor and retailer of perfumes and fragrances, specializing in packaging, promotional materials, and branding initiatives.
- Defined product aesthetics and collateral elements through a blend of technical skills, artistic creativity, and consumer insights, contributing to brand differentiation and consumer engagement.
- Designed ads for renowned brands and celebrity lines, including Dior, Calvin Klein, Dolce & Gabbana, and Kim Kardashian.

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

- Managed multiple graphic design projects for a global costume company, collaborating with private vendors such as Walmart, Walgreens, and Party City to deliver high-quality packaging, marketing materials, and brand assets.
- Oversaw licensor approval processes to ensure compliance with intellectual property regulations, working with iconic brands such as DC Comics, Disney, and Star Wars.