LANA BELYAVINA

SENIOR ART DIRECTOR

PROFESSIONAL SUMMARY

Accomplished Senior Art Director with 20+ years of experience developing strategic, high-impact visuals for leading brands and organizations. Expertise in creative direction, brand identity, direct mail, print and digital design. Proven ability to translate complex objectives into compelling visual solutions while leading cross-functional collaboration from concept through production.

CORE COMPETENCIES

Leadership:
Creative Direction, Cross-Functional Collaboration, Team Leadership, Project Lifecycle Management

Design:
Brand Identity, Direct Mail & Digital Campaigns, Powerpoint Presentations, Packaging & Infographics, AI-Assisted Design

Technical:
Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Dimension), Ziflow Proofing & Approvals, Generative AI Tools, Microsoft Office

EDUCATION & RECOGNITION

Bachelor of Fine Arts (BFA) in Graphic Design, School of Visual Arts, NY

Published Illustrations: ACS Catalysis Journal, Angewandte Communications and Catalysis Journal, Science & Technology Journal.

CONTACT

Phone
631.935.4976

Email
lanabelyavina@gmail.com

Website
lanabelyavina.com

PROFESSIONAL EXPERIENCE

SENIOR ART DIRECTOR, 2022 – PRESENT

Wilen Group, Melville, NY

- Lead creative development for integrated direct mail, print and digital campaigns for clients including Spectrum, Comcast, Amika, Upstart, M&T Bank, Fora Financial and WEX.
- Leverage generative AI tools to accelerate concept development, expand visual exploration, and improve creative efficiency while maintaining brand standards.
- Partner with copywriters, proofreaders, account teams, studio, and production to transform client objectives into compelling, brand-aligned creative solutions.
- Manage collaborative review and approval workflows through Ziflow, ensuring accuracy, brand consistency and efficient project delivery.
- Lead creative brainstorming and concept development from initial brief through final production.

SENIOR GRAPHIC DESIGNER, 2013 – 2022

Brookhaven National Laboratory, Upton, NY

- Developed strategic visual graphics for multi-million dollar proposals and recompete initiatives supporting federal funding opportunities from NASA, NIH, and NSF.
- Collaborated with scientists, research and communications teams to translate complex technical information into clear, compelling visual narratives for proposals, presentations, conferences and global publications.

SENIOR GRAPHIC DESIGNER, 2012 – 2013

Perfumania Holdings, Bellport, NY |

- Developed packaging, promotional materials and brand communications for a publicly traded fragrance retailer and distributor.
- Created advertising and promotional assets for major brands and celebrity fragrance lines including Dior, Calvin Klein, Dolce & Gabbana, and Kim Kardashian.

SENIOR GRAPHIC DESIGNER, 2007 – 2012

Rubies Costume Company, Westbury, NY

- Managed packaging, marketing, and brand design initiatives supporting major retailers including Walmart, Walgreens and Party City.
- Managed licensor review and approval processes while ensuring brand and intellectual property compliance for properties including DC Comics, Disney, and Star Wars.