

Design leader with experience across product, marketing, and advertising, managing motion designers and engineers. Led motion system building, delivered motion design at scale, with prior work shaping brand identity and campaign creative in fast-paced agencies and startup environments.

Key Capabilities	Art Direction	Multidisciplinary Design	Stakeholder Management
	Research and Strategy	Generative AI	Cross-Functional Collaboration
	Brand Identity	UX/UI Design	Multi-Platform Execution
	Motion Design	Creative Leadership	Design Systems

Experience	Design Manager — Pinterest Feb 2022 - May 2026 - Centralized the Motion design function by embedding my team into core product workstreams - Created Motion Principles and Guidelines to ensure long-term brand and product consistency, streamlined processes, improved cross-functional collaboration - Defined Motion vision for user-facing products in collaboration with horizontal teams and delivered scalable solutions across design and engineering - Elevated Motion design standards company-wide - Drove Motion strategy and operational rigor by advancing motion tokens and QA workflows, systematizing transitions, leading design-system alignment - Established a coherent sound and haptics identity
	Creative Producer — Vochi Sep 2021 - Feb 2022 - Developed concepts for paid marketing channels in partnership with the motion design team - Oversaw production from the initial brief through launch - Analyzed performance metrics and adjusted creative strategy accordingly - Conducted competitor analysis to identify new concepts and brainstorm ideas to share with the team
	Multidisciplinary Designer — Vochi Nov 2019 - Feb 2022 - Partnered with founders to translate early-stage concepts and data into compelling visual narratives - Designed investor-facing materials to support fundraising goals - Co-developed the app’s visual style and brand identity, and contributed to social media and ad campaigns - Ensured consistency across digital touchpoints, improving user experience and app engagement while maintaining brand continuity and high execution quality.
	Digital Designer — Ambition DDB Apr 2019 - Nov 2019 - Helped brands tell stories by translating them into visual identities, campaigns, and print and digital experiences through design and strategy - Designed websites and redesigned in-app feeds according to brand guidelines - Created designs that were used in digital campaigns with the goal to increase brand and event awareness of the key account.
	Graphic Designer — Salmon Apr 2018 - Apr 2019 - Created brand identities, polished pitch decks, and maintained seamless brand expression across digital and print touchpoints - Collaborated with the creative team on marketing campaigns and strategy for accounts to make sure that our work effectively matched brand’s potential and value propositions.

Education	IKRA. School of Digital Marketing
	Belarusian State Economic University — BA, International Economics

Languages	English — Professional (C1)
	Russian — Native
	Belarusian — Native