



DMITRIY BARONOV

Art Director | Graphic Designer
646-270-7161
Dd@Dmitriydesign.com
www.Dmitriydesign.com

SKILLS

Adobe CS: Photoshop,
Illustrator, InDesign,
Dreamweaver, XD;
Photography & Editing.

EDUCATION

BFA – Graphic Design,
AAS – Communication,
Fashion Institute of
Technology '08 | NYC.

A driven and thoughtful team player with strong organizational, communication and conceptual skills. Lead projects independently – prioritize project objectives, while keeping all parties' needs in mind. Proven track record of deliverables in fast-paced entrepreneurial and corporate environments. Spearhead cross-team projects and lead teams with a variety of creative and marketing initiatives. Create brand identities, marketing materials, digital advertisements, promotional materials, landing pages and email campaigns. Over a decade of experience, including project management, support of internal & external teams to meet or exceed their desired goals by delivering creative solutions.

THE ARENA GROUP

Senior Graphic Designer

New York, NY | 7/2021 – Present

Championed The Arena Group rebrand (formerly Maven), elevated the brand, ensured best practices and industry standards. Oversaw the corporate website build, aligned multiple brand verticals into its design. Currently produce logo sets, distinct digital marketing materials, including display ads, animated and social media ads, landing pages and assets for many of our company products, including TheStreet & Sports Illustrated. Support SI Fantasy Sports, Editorial and Video Departments with customized graphics.

RPM AGENCY

Graphic & Production Designer

New York, NY | 9/2019 – 7/2021

Designed digital & print marketing, promotional and advertising materials, including brochures, sales and hero banners, marquees, digital multi-screen banners, posters, wayfinding signage, postcards, tourist bus wraps, and other items as needed. Created advertising materials for many Broadway shows, including Christmas Spectacular & Chicago, following brand guides and shifting client preferences.

THE CREATIVE GROUP

Freelance Art Director & Designer

NY / NJ / PA | 8/2018 – 7/2021

Art direction, identity & branding, marketing & social media, photography, graphic design and eCommerce. Clients in fields including Commercial Real Estate, Healthcare, Financial, Automotive and Entertainment.

VYERA PHARMACEUTICALS

Art Director / Project Manager

New York, NY | 7/2017 – 8/2018

Developed corporate branding in digital & printed mediums on an extremely tight timeline. Stewarded the Brand Identity & Corporate Marketing, coordinated and assessed design strategies for products, utilizing salesforce input to increase end-user engagement. Found, vetted and evolved vendor relationships to lower costs and increase ROI and efficiency in turnaround times. Lead cross-department projects to improve websites, ads, promos, print & digital collateral to support sales strategy.

NEWMARK KNIGHT FRANK

Graphic Designer

New York, NY | 8/2015 – 7/2017

Enforced the corporate branding for national offices' marketing materials, including emails, flyers, brochures, promotional materials and event marketing, trade & exhibition booths, and presentations. Designed Offering Memorandums (full printed books and digital versions) based on broker/team needs in commercial real estate properties, within tight deadlines and evolving demands. Provided graphics for promotional items and a multitude of marketing materials to advertise and help sell properties.