

## PROFESSIONAL EXPERIENCE

### NESTSEEKERS – Director of Marketing/ Senior Graphic Designer

New York, NY

Nov 2022 - Present

[ 2 + Years ]

- Developed innovative marketing/branding/advertising concepts for luxury properties and listings by thoroughly researching market trends, target demographics, competitive landscapes, and consumer behavior to inform data-driven design decisions.
- Managed a team of eight professional graphic designers, overseeing the creation of high-end marketing collateral, including websites, video editing, brochures, event materials, and presentations for clients and investors, ensuring all content aligns with brand identity.
- Led the design of diverse graphic content, including e-blasts, social graphics, logos, brand identities, signage, and infographics, ensuring a cohesive and visually appealing representation across various projects.
- Spearheaded the design and launch of websites for new developments, collaborating with internal and external teams to create engaging online platforms aligned with luxury brand guidelines.
- Effectively managed project timelines, scheduling, and task distribution within the design team, while fostering a collaborative environment and delivering projects on time in a fast-paced environment.
- Contributed to team efforts by flexibly adapting to changing client needs, receiving and applying constructive feedback, and continuously enhancing overall design quality.

### SERHANT. – Floorplan Designer/ Junior Graphic Designer

New York, NY

Oct 2021 - Nov 2022

[ 1 Year ]

- Started as a Junior Graphic Designer and was rapidly promoted to Lead Floorplan Designer, where I was responsible for creating and executing innovative floor plan designs that aligned with the marketing and branding needs of high-end real estate developments. My ability to analyze market trends, target demographics, and consumer behavior allowed me to produce floor plans that resonated with potential buyers and effectively showcased the unique selling points of each property.
- Gained significant recognition from top New York developers for delivering exceptional designs that adhered to luxury branding standards. My role involved collaborating closely with internal teams and external stakeholders, ensuring cohesive project execution from concept to completion. This success led to multiple offers from prominent developers, further establishing my reputation as a leader in the real estate industry.

### Western Union – Graphic Designer

Europe, Lithuania

May 2015 - Sep 2021

[ 6+ Years ]

- Designed and developed an extensive range of marketing and promotional materials, including digital assets such as e-blasts, social media graphics, and infographics, as well as print collateral like brochures, posters, and signage. Additionally, created event-related designs, including branding for conferences, corporate events, stands, merchandise, and stickers, while consistently applying and innovating Western Union's global brand guidelines.

### Ober-Haus Lithuania – Regional Sales Manager

Vilnius, Lithuania

Sep 2006 - May 2015

[ 8 yrs 9 mos ]

- Leveraged 7+ years of expertise in luxury real estate sales in leading real estate company to establish a distinguished reputation for delivering exceptional service and achieving unparalleled results for high-net-worth clients. Consistently exceeded sales targets and negotiated successful transactions, earning recognition as a top-performing salesperson within the luxury real estate market.
- Positioned luxury properties effectively in the market by leveraging a comprehensive suite of marketing strategies and tools, including targeted advertising campaigns, promotional events.

## EDUCATION

- Bachelor of Business Administration (2003)
- Bachelor of Graphic Design (2012)

## SOFTWARE

- Adobe Creative Suite  
Photoshop, Illustrator, InDesign, Lightroom, Figma
- Microsoft 365  
Word, Excel, PowerPoint
- Project Management  
Asana, Trello, ClickUp,

## SKILLS

### Visual Communications

---

- Logo, visual identity development, brand strategy, brand guidelines, typography, illustration, photography, image editing, iconography, infographics, data visualization, file preparation, social media graphics, copywriting, digital/print media, user-centered design, brand communication, visual hierarchy, packaging, layout, collateral, stationery, presentations, publications, advertising

### Art Direction

---

- Competitive market research, leadership, mentoring, A/B testing, digital asset management, creative direction, concept development, visual strategy, brand alignment, campaign ideation, photography direction, mood board creation, design quality control, visual brand consistency

### Software

---

- Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Figma
- Microsoft 365, Microsoft Word, Microsoft Excel, Microsoft PowerPoint
- Project management software, Asana, Trello, ClickUp

## SOFT SKILLS

- Creativity, communication, time management, multitasking, attention to detail, accuracy, adaptability, problem-solving, creative solutions, critical thinking, client management, teamwork, collaboration, leadership, organized, culturally aware
- Market research, budget management, analytics, CRM, copywriting, team leadership, strategic planning, cross-functional collaboration, client relations, project management, competitor analysis, creative direction, customer acquisition, media planning, data-driven decision making, ROI analysis.