

Andrei Pasternak

DESIGN DIRECTION | GRAPHIC DESIGN | VISUAL IDENTITY

San Francisco, CA

Design Director with 10+ years experience managing design teams in delivery of brand-focused, audience-aware designs products. Champion for design that serves function, drives brand identity, and addresses user experience. Introduces process refinements for faster, better deliverables. Strong foundation in traditional design, plus fluency across digital channels. Collaborative and unifying team leader.

Skills

Design Strategy | Brand Identity | User Experience | Visual Identity | Marketing | Team Leadership | Cross-functional Collaboration | Creative Voice | Visual Storytelling | Graphic Design | Typography | Photography | Web Content | Digital Collateral | Advertising | Publishing | Product Launch | Promotions | Process Improvement

Experience

Design Director

San Francisco
Sep 2014 - Present

Cengage Learning

Manage a team of 3–6 designers and art directors in the creation of designs for student-facing higher education products. Lead production of 75–100 projects per year, including charts and graphs, animations, illustrations, branding pieces, and interactive HTML assets.

- Championed creative team's transition to a digital focus; led the UX design of our flagship digital product, developed a design strategy relating to digital asset creation, and built design systems for complex multi-platform branding projects.
- Created Creative Studio team, unifying Visual Designers, Media Designers and A/V Media Producers teams for a more streamlined and nimble design process.
- Increased collaboration with UX team to bring design into our digital products and to drive expansion of digital product line.
- Improved time-to-market by establishing interactive design team to bring more design in-house and enable rapid delivery of live prototypes.
- Hired a UI/UX designer-developer to fill knowledge gaps and improve creative team's digital deliverables.
- Improved quality and timeliness of vendor deliverables by creating detailed specification and standards to allow for dynamic updates and reuse of assets.
- Spearheaded creation of our Creative Studio team's internal website to help promote the team, communicate our services and accomplishments, and serve as a portal for design requests.
- Improved quality, consistency and usability of products by developing digital media asset program and digital media design process.
- Overhauled visual branding of large internal product launch; improved visual language and storytelling to create a project with high-impact on company culture.
- Oversaw branding initiatives for our creative team.
- Photographed and processed 95 headshots for employee LinkedIn profiles.

Graphic Designer

Jun 2011 - Sep 2014

Freelance

Delivered brand-aligned graphic design projects for variety of clients, including Slow Food, Montessori, school, businesses, movie theater, and musicians.

- Wireframed and prototyped website, including the Russian River chapter of Slow Food.
- Designed and produced multimedia, print, and digital marketing collateral; developed business signage, brand identity, and more

Creative Director

San Francisco

Jun 2011 - Jan 2013

Tandem Creative (Formerly RHDG/Riezebos Holzbaaur Group)

Ran publishing division for ad agency with diverse clientele, including public sector clients such as local municipalities and the Golden Gate Bridge. Directed team of 9 multidisciplinary designers.

- Reflected client branding and tailored collateral to client audience for each project.
- Delivered everything from event photoshoots to high-end packaging.
- Provided client outreach and delivered client presentations.

Senior Graphic Designer

San Francisco

Jan 2007 - Jun 2011

McGraw-Hill Higher Education

Designed and Art Directed college textbook covers and interiors. Art Directed photographers and illustrators in the creation of unique images for products.

- Oversaw large pool of freelance designers to deliver best-in-market education products.
- Refined office culture by establishing in-house publication.

Education

BFA Graphic Design

San Francisco, CA

California College of the Arts

Typography • Book Design • Book Cover Design

UC Berkeley Extension
