Daniil Sukhovskoy

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International product design and marketing communications expert with 7+ years of experience in tech, 4IR, and SaaS, spanning B2C and B2B, agency, and in-house roles.

I've collaborated with industry leaders like Yandex and Artec 3D throughout my career on impactful projects. One notable project was a federal campaign that, over two months, attracted 4.9k new drivers, expanded their Moscow funnel by 15% (100k people), and reached 41.9M people on TV and 17.8M on YouTube (1.5 times more than previous campaigns). At my last position, I successfully handled 8 major launches on time, increased flagship product leads by 98%, and managed teams of 3+ people.

EXPERIENCE

Artec 3D | Head of Marketing Design   *June 2020-Present*
- Implemented an iterative approach to website redesign as a design team lead and project manager, enabling continuous improvement, testing, and a cumulative effect, which reduced new page development time by 40% and allowed resources to be allocated to other tasks.
- Created an efficient design system for web products that improved communication with the development team and allowed content managers to prototype pages independently, resulting in cost savings and better teamwork.
- Independently learned web development tools, such as JS, CSS, Jest, and Storybook, to communicate effectively with engineers and create a user-friendly design system.
- Collaborated with digital and copywriting teams to analyze the market and reposition the scanner by focusing on real client cases and updating key page designs, resulting in a 98% increase in leads from the flagship product landing while maintaining lead quality.
- Led a design team of 3+ members, guiding them from idea to completion, ensuring timely delivery, and meeting client expectations.

Yandex | Senior Designer   *October 2018 - June 2020*
- As an art director on photo and video shoots, contributed to a campaign that attracted 4.9k new drivers, expanded Moscow funnel by 15% (100k people), achieved 41M TV and 17M YouTube reach, and increased video views 1.5 times compared to the prior campaign.
- Developed the identity for a 500K active-user loyalty program for taxi drivers, crafting key visuals and collaborating with the product team on app integration, positively impacting driver retention in the service.
- Devised a style and curated materials as an art director, creating a Photobank for the creative team and partners, aligning with communication strategy and meeting management's goals.
- Designed interior spaces and customer experience scenarios for driver training centers in Moscow and Yerevan, with the aim of creating a welcoming environment that facilitated in-person problem-solving for drivers and made the interactions less stressful.
- Created a photo style guide for Yandex Eats food delivery service by rethinking the concept, introducing UGC content as a part of the idea, pitching the strategy, and filming the references.

Art.Lebedev Studio | Technical Designer   *November 2017 - June 2018*
- Gained experience in computer graphics, rendering, and 3D modeling using tools like Cinema 4D, Octane, and Redshift, while working with one of Russia's strongest industrial design teams under the leadership of Timur Burbaev.
- Created CGI visualizations and brand identity for the studio's industrial design department, focusing on retouching and technical design.
- Rendered technical book illustrations, enhancing the presentation of complex concepts for easier understanding.

EDUCATION

Stroganov Academy of Arts and Industry | *BA, Industrial Furniture Design*   *2017*
- Lectured on typesetting and typography, conducted workshops, and proctored exams for first-year students.

Courses
- Codecademy, Front-end Engineer course | *2022*
- Design Management Patterns | *2021*
- How to Develop a Product Your Customers Will Gladly Buy | *2021*

SKILLS

Graphic Design | Interaction design | UX, user-centric design approach | Growth-focused design and optimization | Product Design | Sketch, Figma, Adobe Creative Suite | CSS and JS