

## SENIOR DESIGN PROFESSIONAL WITH A RECORD OF SUCCESS IN

- Conceptualization and design
- Revenue- and circulation-boosting visuals
- Shaping brand identity

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### PROFESSIONAL DESIGN PROFILE

- Art Director with more than 20 years of creative experience boosting brand visibility, publication quality, audience numbers and revenues
- Leader and team player with success working under tight deadlines, mentoring staff and guiding workflow
- Expert at all aspects of art directing products, people and photography in both on-location and in-studio environments
- Extensive experience in the gamut of print production and deep technical expertise

### CREATIVE: TRANSLATING BRAND VISION INTO DESIGN ACROSS PUBLISHING, PRINT, PROMOTION, MARKETING AND CORPORATE IDENTITY

- Art direct, design and guide projects based on experience in print design, consumer products, magazines, agencies, software firms and animation companies
- Design magazines and newspapers, corporate logos, marketing collateral, books, advertisements, product packaging and trade show visuals
- Develop visual concept and digital user interfaces for websites, including [www.dimos.net](http://www.dimos.net), [www.waclighting.com](http://www.waclighting.com) and [www.w2lighting.com](http://www.w2lighting.com)
- Direct and style photo shoots, including storyboarding, sourcing (or serving as) photographers, locations and props; perform post production photo editing, retouching and image manipulation
- Create brand identity for industry leaders and re-brand product lines for re-launch

### PUBLISHING: DIRECT THE DESIGN OF MAGAZINES, NEWSPAPERS AND MARKETING COLLATERAL

- Oversee design of monthly, bi-monthly, quarterly and annual publications, managing all aspects from concept to print including cover and feature design, layouts in tight deadline-driven environments
- Set style guidelines to steer visual identity of all marketing materials, including brochures, catalogs, advertisements, websites, corporate presentations, trade show displays, posters, postcards and media kits
- Art directed and oversaw production of numerous official movie magazines for Disney and Warner Bros.

### PRODUCTION: KNOWLEDGEABLE IN PRE-PRINT, COLOR WORKFLOW AND A WIDE VARIETY OF PRODUCTION PROCESSES

- Create designs that allow for the application of special print effects such as the multiple ink process, custom and spot Pantone inks, metal inks, spot varnishing, foil stamping, embossing, de-embossing, die-cut and combinations of all of the above
- Production responsibility spans the gamut from supervision of page layout, visual proofreading and color correction, to extensive collaboration with pre-press and printers
- Extensive experience with both soft- and hard-proof preprint processes

### LEADERSHIP: COMMUNICATE ACROSS ALL DEPARTMENTS AND WITH EXTERNAL STAKEHOLDERS TO LEAD PROJECTS AND TEAMS

- Manage and mentor designers and outside vendors
  - Collaborate cross-functionally with teams from editorial, marketing, sales and senior management
  - Oversee schedules and resources; define needs; hire staff; and assume accountability for project progress
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## EMPLOYMENT HISTORY & SELECT HIGHLIGHTS

### JESCO LIGHTING GROUP | GLENSDALE, NY | ART DIRECTOR / SENIOR DESIGNER / PHOTOGRAPHER | 2009—PRESENT

- Oversee all marketing collateral and contribute to visual presentation at trade shows for a leading lighting company
- Introduced style guidelines to ensure brand consistency, consolidating dozens of style directions into one
- Produce the 500-page master catalog and three niche catalogs; 12-100-page supplemental catalogs and brochures; and dozens of other collateral materials

### WANG ALLIANCE CORP. (W.A.C.) | GARDEN CITY, NY | SENIOR GRAPHIC DESIGNER | 2006—2009

- Led the entire design team for the nation's lighting industry leader; reported directly to the VP of Marketing
- Determined all visual style for the company, including brand identity, all marketing collateral, web concept, UI and site templates

### WORLD WRESTLING ENTERTAINMENT | STAMFORD, CT | ASSOCIATE ART DIRECTOR | 2004—2006

- Directed the visual identity for the main consumer publication of a multibillion dollar entertainment conglomerate; reported directly to Sean McMahon, one of the company principals
- Redesigned publication directly leading to a 17% increase in sales
- Won (as a member of the publications creative team) the 2005 Golden Ink Award for Best Sports Publication; won (individually) the WWE "World Champion" (employee of the year) Award in 2005

### FREELANCE ART DIRECTOR AND DESIGNER | NEW YORK, NY | 2001—2004

- Drove design projects for a diverse array of clients, from custom publishing (Profile Entertainment, CWW, BizExUSA) to magazines (Starlog Group, Multi-Media International, Bell'Italia Magazine) to production/print (Rainbow Graphics)

### MULTI-MEDIA INTERNATIONAL | NEW YORK, NY | ART DIRECTOR | 2000—2001

- Directed design and managed up to six staff for four monthly magazines and dozens of single-issue publications on major feature film releases, iconic newsmakers and national sporting events

### STARLOG GROUP | NEW YORK, NY | SENIOR GRAPHIC DESIGNER | 1997—2000

- Led design for two monthly (Starlog and Fangoria), three bi-monthly and numerous single-issue magazines
- Created official movie magazines for Disney and Warner Bros., and sports titles for NASCAR

## EDUCATION

SCHOOL OF INDUSTRIAL ARTS | KIEV, UKRAINE | BA IN GRAPHIC DESIGN | 1988

## TECHNICAL SKILLS

MAC OS 9, OS X; WINDOWS 9X/2000/ME/XP/VISTA/7 PLATFORMS;

Expert skills in all Adobe Creative Suite applications such as InDesign, Photoshop, Illustrator, Dreamweaver, Flash, Fireworks and Acrobat;

Highly knowledgeable in QuarkXPress, PageMaker, Microsoft Office suite, Apple iWorks Suite, Lightroom, Aperture, RAW and HDR image processing, Freehand, ImageReady, HTML, CSS and GREP styles, and various web browsers, FTP and email clients

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