

Senior Creative Director at Accrete AI, focused on brand and design systems. Built the company's brand and design system and packaged it as a self-serve Claude/Claude Code skill. Works hands-on with engineering and product design on front-end execution, and creates design and video work shown at government and industry events reaching DoD, U.S. Army, U.S. Air Force, and SOCOM audiences.

EXPERIENCE

Accrete AI Inc, New York, NY · *Senior Creative Director*

AUGUST 2022 - PRESENT

[Website](#) [More Projects](#)

- Built Accrete AI's brand identity system from a single logo into a full icon library of 100+ icons and 2 sub-brand logos, extending it across 6+ product lines. Packaged it as a machine-readable Claude/Claude Code skill (README.md, SKILL.md, CLAUDE.md) so any teammate can generate on-brand assets with AI.
- Own front-end creative direction alongside engineering and product design: direct AI-generated HTML/CSS components through to production, make hands-on edits in the team's Webflow CMS, and contribute image, video, and interactive/3D storytelling assets for the site's 2026 migration to a custom-coded platform.
- Lead creative direction for sales, investor, and marketing collateral, including decks, video, and website updates, prototyping, designing, and shipping final assets from executive-level feedback. Core contributor to the 2026 investor deck and multiple product launch campaigns.
- Produce booth videos, marketing collateral, and conference landing pages for Accrete's presence at government and industry events, including SOF Week 2025–2026 (2026 booth: "Best Booth" award) and DoDIIS 2024, plus a DoD CDAO Tradewind submission video assessed "awardable," reaching DoD, U.S. Army, U.S. Air Force, and SOCOM audiences.
- Ship creative work end-to-end using AI throughout the process, from Claude, Gemini, and Veo alongside After Effects for scripting, storyboarding, and video production, to Claude for website mockups and design iteration. Also onboard colleagues onto the design system and AI tooling.

JM Learning, New York, NY · *Marketing Creative*

AUGUST 2020 - AUGUST 2022

[Website](#) [Instagram](#) [TikTok](#)

Designed and built the company website, produced daily social and video content, and redesigned the brand identity end to end, including logo, collateral, and signage.

FREELANCE WORK

Eight+ independent client engagements in logo, brand, and web design for clients across retail, home services, and marketing. [See web portfolio](#) for details.

SKILLS

Design Systems,

Brand Identity,

Figma, Webflow,

Claude,

Gemini/Veo,

Midjourney, Adobe

Creative Suite,

Video & Motion,

Blender,

Photography, Art

Direction, Mentoring

& Enablement

LANGUAGES

Native English

Native Russian

Fluent Spanish

Dribbble Design

Systems Course, 2023

· [Certificate](#)