Dima Rodionov

Art director, brand and motion designer based in Antwerp with 15+ years of experience. Author of design courses and Red Dot Design Award winner.

I build bold, scalable identities across technology, finance, and education — leading multidisciplinary teams and creating design systems that bridge brand, motion, and CGI with clarity and impact.

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Skills

Core Skills: Branding, Motion Design, 3D/CG, Typography, Creative coding.
Tools: Figma, Adobe Creative Suite, Maxon Cinema 4D, SideFX Houdini.
Leadership: Mentorship, Team Growth, Communication, Process Building.

Experience

Plankton

CG production studio specialising in 3D animation, motion branding, and visual storytelling. Works with leading international clients including Nokia, Toyota, Eastpak, VRT, and Cowboy.

Art Director — Since Jan 2025, Antwerp, BE

Leads visual direction across 3D, motion, and hybrid formats, from concept development and motion design to hands-on CGI execution. Supports the studio's marketing voice and internal branding.

Skinn

Skinn is a multidisciplinary branding agency (40+ team) working across strategy, identity, motion, digital, and spatial.

CG and Motion Designer — 2022–2024, Antwerp, BE

Led creative development across brands, while expanding Skinn's internal capabilities, integrating CGI into the studio's offering, enabling full in-house CG-production, reducing outsourcing costs, and mentoring the design team to grow into a more multidisciplinary unit.

- Built automated content workflows using templates and procedural systems, improving delivery speed and scalability
- Designed and taught a 6-month internal motion course, growing team fluency and enabling multidisciplinary output
- Supported marketing efforts, made contributions that helped grow the studio's audience by 1.5×

Bang Bang Education

Bang Bang Education is an online school for creative industries with 200K+ students across design, motion, UX, and art. Known for interdisciplinary content, cultural projects, and an engaged creative community.

Creative Director — 2020–2023, Moscow, RU

I led the design team through a period of rapid growth and platform evolution. Directed brand and product design, scaled internal processes, and mentored a distributed team.

- Transformed the brand and product design from an ad hoc course platform into a cohesive, scalable educational ecosystem — defined brand language, UI patterns, and a library of reusable templates and guidelines that continue to support the design team today
- Scaled the design team 6× and established structured workflows, and processes that enabled consistent quality and faster execution across a growing remote team
- Helped to double social media subscribers (40K → 80K) through both campaign-based and organic growth
- Created internationally recognised award-winning identities for BBE's sub-brands and cultural initiatives (Lepota film identity, Red Dot Design Award)
- Helped to position BBE as a cultural leader in design education — much more than a course provider

Art Director at ONY — 2018–2020, Moscow, RU

Art Director at 12 Kosmonavtov — 2015–2018, Moscow, RU

Graphic Designer at LemonLime — 2013–2015, Moscow, RU

Graphic Designer at Mobile Tele Systems JSC — 2010–2013, Moscow, RU

Teaching Experience

Tutor of Motion and CG program, Bang Bang Education — 2021–2023, Part-time

Designed an extensive and robust 16-months program for people starting their careers in CG. 30+ industry-renown specialists recorded more than 250 tutorials, tips, and lectures. The program includes 28 webinars, 29 homework assignments, and constant feedback from mentors from the BBE team.

Tutor of Kinetic Typography course, Bang Bang Education — 2019–2021, Part-time

Designed and 6 times performed a hands-on course on kinetic typography in Cinema 4D (CG) for those who love letters and want to expand their creative possibilities with animation. The course consisted of 3 lectures and 7 lessons with homework. More than 90 students graduated with 3d skills needed for a variety of kinetic typography applications.

Awards

Brand New / Skinn / Most active agency	2024
Red Dot Award / BBE / Lepota	2021
Art Directors Club Russia / ONY / Hyperlens	2019
Demo Festival / Obstacles	2019

Publications and talks

Postrealism, digital avatars and self-reflection — Design weekend	2021
The human body in 3D: realism and changing perception (RUS)	2021
Lexus Design Awards Russia	2021
Consistency of motion design (RUS)	2020
Interview for type.today (ENG)	2020
Interview for BBE (RUS)	2020

Education

British High School of Design. Type and Typography	2012–2014, Moscow, RU
Moscow State University of Printing Arts. Faculty of Graphic Arts	2006–2011, Moscow, RU