

# PAVEL GUZENKO

Art Director / Senior Graphic Designer / Visual Artist

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Vienna, Austria



## EXPERIENCE

### Art Director / Senior Graphic Designer

STRG.at

04/2020 - 07/2024

Vienna, Austria

- Develop and maintain responsive websites, optimizing user experiences through effective UI/UX design.
- Lead the creation of corporate styles and visual identities for multiple brands.
- Produce motion graphics and video content, ensuring cohesive design across multimedia platforms.
- Design user interfaces (UI) using Adobe XD, Sketch, and Figma.
- Create front-end design using CSS and HTML for web projects.
- Produce illustrations and key art for diverse web and corporate projects.

#### Selected Achievements:

Implemented a comprehensive graphic design system for various projects, ensuring consistent brand representation and improved design efficiency.

### Art Director / Graphic Designer

Sunfox Games

05/2017 - 05/2018

Vienna, Austria

- Consult and collaborate on project visions, focusing on the development of graphic design elements for web-based and corporate projects.
- Design and maintain responsive websites for a variety of clients, focusing on enhancing user experience (UX) and creating visually appealing, consistent interfaces (UI).
- Create key art, illustrations, and high-quality motion graphics to support visual branding across digital and multimedia platforms.
- Develop and maintain corporate styles, ensuring cohesive design across marketing and digital media.
- Design and prototype UI systems using Adobe XD, Sketch, and Figma, ensuring interactive and user-friendly designs.
- Lead front-end design implementations, incorporating CSS and HTML into web development projects.
- Utilize animation and video-editing tools like Maya, After Effects, and Spine to produce motion designs for a range of applications.

#### Selected Achievements:

Designed and implemented a comprehensive design system across multiple projects, significantly improving workflow consistency and branding cohesion.

## SUMMARY

Accomplished and results-driven professional with over 21 years of experience in graphic design, art direction, and web design. Proven expertise in leading cross-functional teams, creating comprehensive design systems, corporate identities, and responsive web designs in diverse styles. Adept at 2D and 3D graphic development, video editing, and visual effects, consistently delivering high-quality results and innovative solutions. A skilled communicator fluent in English with a strong command of German, excelling at building relationships and managing competing demands. Committed to driving artistic quality while achieving challenging project goals.

## SKILLS

Art Direction

Web Design

Graphic Design

UI Design

Motion Design

Lettering

Prototype

Usability

Video Editing

3D Modeling

2D Art

Art Guidance

Color Theory

Scrum

Wordpress

Concept Art

Animation

CSS

Visual Effects

Design System

Illustration

# EXPERIENCE

## Freelance Graphic Designer / Illustrator

Clients: Paizo, Sony, FFG, Fantasy World, etc.

07/2002 - 05/2017 Worldwide

- Developed corporate styles and visual identities for clients across publishing, video games, and digital media.
- Designed UI systems, branding, and promotional materials, contributing to cohesive visual strategies.
- Created custom graphics for logos, ads, and social media, and managed Wordpress web design projects.
- Managed web design projects using Wordpress, ensuring visually engaging and user-friendly sites for clients.
- Produced Facebook ads and collaborated on concept art, integrating strong graphic design elements into game aesthetics.

## Lead Graphic Designer / Concept Artist

Sproing

08/2014 - 12/2016 Vienna, Austria

- Led a design team, ensuring consistency in 2D/3D game graphics and branding.
- Established design guides and systems used in-house and for outsourced projects.
- Managed design objectives through Scrum, facilitating efficient workflows.
- Developed UI elements, benchmarks, and branding assets to maintain cohesive visual styles.
- Directed the creation of marketing materials, including cover art and key visuals aligned with branding goals.

## Graphic Designer / Concept Artist

Wooga

03/2013 - 09/2013 Berlin, Germany

- Designed graphic and UI elements for mobile games, enhancing user experience through appealing interfaces.
- Created 2D assets and promotional materials, maintaining a unified visual style.
- Developed and textured low-poly 3D models, ensuring design consistency.
- Designed logos and branding for the art department, supporting team identity.

## Graphic Designer

NewPoint, OK!Design

08/2002 - 08/2007 Moscow, Russia

- Delivered graphic designs for BTL promotions, including posters, brochures, and catalogues.
- Developed corporate styles, identities, and packaging for various industries.
- Designed outdoor ads and sales promotions, ensuring cohesive branding.

# LANGUAGES

## English

Fluent



## German

Advanced



# EDUCATION

## Doctor of Philosophy (PhD) in Arts

Scientific Research Institute of Technical Aesthetics

2009

## Bachelor of Fine Arts (BFA)

University of Printing Arts

2002

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