

Arseniy Okhotin

Creative Director · Art Director

Saint Petersburg, Russia · open to remote · ezmail2222@gmail.com · t.me/ezd22 · Portfolio: okhotin.pages.dev/en

SUMMARY

Creative director with 15+ years in design and 3.5 years leading a 10+ person creative team at a home appliance brand (35+ SKUs, 7 channels). Presented and defended creative concepts to the owner, hired and grew the team. Builds creative production as a system: typical tasks with built-in guides, quarterly goals, automated metrics. Revisions per task fell from 2.4 to 0.7, product-card CTR grew from 1.7% to 3.4%. AI is built into production and reporting. English B2.

EXPERIENCE

Creative Director — Own project, creative production management platform

Aug 2025 – Present

- Built a creative production management platform on Notion: knowledge and reference base, task and revision tracking, quarterly goals and hypotheses; deploys into a company's workspace.
- Set up automated metrics collection from social media and marketplaces via API; reports build without manual exports.
- Built AI into production: visual generation (Midjourney, ComfyUI), Telegram bots, API integrations.
- Packaged the RAWMID brand platform as a Behance case: brand idea, visual language, identity, interest club, product-bundle logic.
- Developed a method for entering a new niche: competitor and media analysis, audience language, map of strong solutions, typical tasks for tests.

Art Director → Creative Director — Made In Dream (RAWMID brand)

Feb 2022 – Jul 2025

- Led a 10+ person creative team and contractors: 35+ SKUs, 7 channels, about 10 ad campaigns a year; Creative Director since 2025.
- Built the RAWMID brand platform from scratch: positioning, tone of voice, visual language, identity, interest club.
- Designed a new visual language for marketplace product cards; CTR grew from 1.7% to 3.4% at equal impressions.
- Broke production into typical tasks with hour and revision norms and built-in guides; revisions per task fell from 2.4 to 0.7 in 6 months, 85%+ of tasks approved on the first pass.
- Ran the content plan and video production across 7 channels, shipped Reels and Stories every month, did motion design in After Effects, briefed designers, shoots and editing; engagement rate grew up to ×2.
- Built AI generation into visual production and shortened release times.
- Presented and defended creative concepts and campaigns to the owner.
- Hired designers and production specialists; trained and developed the team through guides and typical tasks.
- Managed production and shoot budgets and timelines.
- Developed concepts and visuals for events and exhibitions.
- Kept the team's reference and trend base; regularly reviewed competitors and global cases.

Designer → Art Director — Made In Dream

Feb 2017 – May 2019

- Kept a unified brand visual style across print and digital; controlled layout quality against the brand book.
- Briefed and accepted work from the photographer, designer, video editor, camera operator and copywriters.
- Developed ad creatives together with the marketing department.

Designer — Freelance

Feb 2016 – Feb 2017

- Designed brand identities and ad layouts on commission.

Designer — Pozitiv

Jan 2014 – May 2015

- Designed logos, web pages, print and outdoor advertising.
- Prepared files for print and plotter cutting; controlled print runs.

SKILLS

Team leadership, Creative production management, Trend awareness, Brand strategy, Art direction, Creative concepts, Brand visual language, Brand development, Positioning, Brand book, Ad campaigns, Presenting and defending ideas, Briefing, Hiring and team development, Budget and timeline management, Contractor management, Video production, Event concepts, Packaging, SMM, Marketplaces, Websites and landing pages, Analytics, KPI, AI tools, Midjourney, ComfyUI, Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects

LANGUAGES

Russian — native · English — B2