

DENIS KASHOID

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Art Director | Senior Brand Designer

Accomplished and creative leader with 15+ years of experience in art direction, brand development, graphic design, music production, and digital marketing. Recognized for driving measurable business outcomes through innovative brand strategies and high-impact design, transforming in-house creative operations to boost efficiency and ensure consistent brand expression across global platforms. Skilled in building scalable design systems, visual toolkits, and brand standards that enhance collaboration across cross-functional and international teams. Adept at mentoring and managing high-performing creative teams, fostering collaborative environments, and streamlining processes to exceed business and campaign goals. Known for delivering impactful brand systems, campaigns, and compelling visual storytelling that drive measurable growth in revenue, readership, and engagement. Experienced in elevating brand identity and communications across digital, print, and environmental touchpoints—supporting both enterprise transformation and agile, client-facing initiatives. Pursues excellence beyond design through triathlon training and culinary exploration, bringing the same curiosity and discipline to creative challenges.

CORE PROFICIENCIES

Brand Strategy & Visual Identity | Investor Presentations & Pitch Decks | Data Visualization & Financial Design | Team Leadership & People Management | Creative Direction | Creative Thought Leadership | UX/UI Design & Prototyping | Print Collateral & Digital Campaigns | Motion Graphics & Storyboarding | Enterprise Rebranding | Design Systems & Template Creation | Vendor Management & Print Production | Workflow Optimization | Cross-Functional Collaboration & Brainstorming Facilitation | Presentation Design & Visual Storytelling | Strategic Thinking & Design Problem-Solving | Fluent in Russian Language

Technical Proficiencies: Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects), Microsoft Office, Figma.

PROFESSIONAL EXPERIENCE

Newmark, Dallas, TX

2019 to Present

Creative Director | Senior Graphics Designer

Spearhead the design and production of high-value pitch books and offering memorandums to secure multi-million-dollar investments from clients, such as Welltower, Carlyle, Harrison Street, and Goldman Sachs, contributing to consistent year-over-year bottom-line growth through strategic marketing efforts. Manage design projects from inception to completion, ensuring successful delivery on time and within budget. Lead and mentor a team of designers, fostering a collaborative creative environment to drive brand consistency and design excellence company-wide. Partner with financial analysts to establish streamlined processes for transforming complex data into compelling visuals and digestible narratives through advanced data visualization. Facilitate brainstorming sessions with designers to spark innovative ideas and align creative outputs with strategic objectives. Plan and execute full marketing campaigns and visuals for global conferences and trade show booths in close collaboration with vendors.

Selected Accomplishments:

- » Drove measurable revenue growth by designing high-impact pitch materials and marketing campaigns that contributed to 15% year-over-year increases in the firm's bottom line.
- » Designed and implemented scalable design systems and reusable templates to increase workflow efficiency across global teams.
- » Amplified internal brand literacy by launching cross-functional training sessions and resource toolkits for unified design execution.
- » Elevated market presence and lead generation through robust branding and visual identity strategies for high-profile trade shows and conferences in New York and Las Vegas.
- » Championed the firm's environmental design initiatives by directing large-scale spatial branding projects and promotional merchandise to reinforce client engagement.

Art Director

Led brand storytelling and visual design for national campaigns, translating marketing goals into impactful creative that drove 10% yearly increases in readership for Signature Kitchens & Baths and Pasadena Magazine. Managed cross-functional teams of copywriters and photographers on the East and West Coasts, fostering collaboration to produce high-impact content for national publications. Balanced multiple concurrent projects ranging from web design to brand identity to ensure timely delivery and consistent quality. Directed creative workflows, ensuring seamless coordination between internal stakeholders and external vendors to deliver cohesive advertising content tailored to diverse market sectors. Served as Art Director for the national publication Signature Kitchens & Baths and contributed as one of the Art Directors for Pasadena Magazine.

Selected Accomplishments:

- » Increased readership year-over-year by developing visually compelling layouts and campaigns that enhanced audience engagement and advertiser interest.
- » Elevated campaign results through cross-functional ideation sessions and deep analysis of brand positioning.
- » Piloted end-to-end campaigns across digital and print platforms to optimize client visibility and lead conversion.
- » Delivered creative assets for prestigious clients, such as Fort Worth Bass Hall, Pasadena Magazine, Hudson & Marshall Auctioneers, and regional tourism boards to support community and cultural initiatives.
- » Devised cohesive layouts and visual strategies for editorial products, including magazines, city guides, and playbills to drive readership and advertiser interest.

Faith Christian School, Grapevine, TX**2008 to 2013 & 2016 to 2019***Music Director | Marketing Specialist*

Directed and mentored groups of over 200 student performers and professional musicians in full-scale theatrical productions, fostering teamwork, artistic growth, and performance confidence through hands-on leadership, resulting in yearly growth of the creative arts program and increased school enrollments. Developed marketing collateral, event branding, and digital content to boost school visibility and support enrollment growth. Advised the Director of Marketing on innovative strategies to create impactful campaigns, enhancing community engagement and institutional outreach. Collaborated with faculty and administrative leaders to align creative communications with institutional goals.

Selected Accomplishments:

- » Grew school enrollments through the expansion of the creative arts program, driven by high-impact theatrical productions and targeted marketing campaigns.
- » Introduced digital marketing campaigns, presentations, and event promotions to expand reach and community involvement.
- » Conducted school-wide concerts, musicals, and workshops to foster student creativity and parent engagement.
- » Strengthened school culture by integrating music and visual storytelling into educational and outreach efforts.

EDUCATION & CREDENTIALS

Master of Arts (MA) in Musical Performance and Conducting | Tchaikovsky Conservatory of Music, Moscow, Russia

Bachelor of Arts (BA) in Musical Performance | Penza College of Music, Penza, Russia

Professional Courses: Data Visualization Course, Southern Methodist University | Film Scoring Course, Berklee College of Music