

OLEG KOLBASOV

Creative Director • Brand Strategist • AI Product Developer

Portfolio: olegkolbasov.com

LinkedIn: <https://www.linkedin.com/in/oleg-kolbasov/>

Email: admin@zeitlight.com

Phone: (248) 259-1562

SUMMARY

Creative Director, agency partner, and AI product developer with **15+ years** of experience spanning brand development, creative leadership, digital experiences, and emerging technologies. Led a **12-person** creative organization supporting **14 active client accounts** and more than **\$2M in annual revenue**. Building AI-powered software and narrative intelligence systems.

EXPERIENCE

CREATIVE DIRECTOR & PARTNER

Post Media | 2022 – Present

Led creative, operational, and client-facing functions for a multidisciplinary agency supporting high-growth brands.

- Helped grow and manage a creative organization responsible for more than **\$2M annually** in retainer and project-based revenue.
- Led creative strategy and execution across **14+ active client accounts** spanning cannabis, retail, hospitality, consumer products, and entertainment.
- Directed a multidisciplinary team of approximately **12 professionals** across design, web, photography, videography, 3D, copywriting, and social media.
- Guided clients from concept through launch and growth.
- Built internal systems supporting long-term content pipelines, product launches, experiential activations, and day-to-day production operations

FOUNDER & AI PRODUCT DEVELOPER

Zeitlight | 2025 – Present

Designed and developed an AI-powered narrative intelligence platform focused on identifying relationships, patterns, and emerging developments across large-scale information environments.

- Built the platform from concept through implementation, leading product strategy, UX, information architecture, and AI system design.

- Developed proprietary entity intelligence, relationship mapping, scoring, and signal detection systems used to surface meaningful patterns across complex datasets.
- Created hybrid workflows combining deterministic software architecture with controlled LLM-driven analysis and reasoning.
- Designed and implemented scalable data pipelines, intelligence frameworks, and backend systems supporting reliable information synthesis and retrieval.
- Led product development, testing, iteration, and long-term platform direction as a solo founder.

ART DIRECTOR

Multiplied | 2022

Led branding, launch campaigns, and digital experiences for Web3, gaming, entertainment, and blockchain clients.

- Collaborated with founders, developers, and product teams to translate complex technical concepts into consumer-facing experiences.
- Developed visual systems for emerging technology products.

SENIOR VISUAL DESIGNER

Puff Cannabis Company | 2021 – 2022

- Led brand audits and redesign initiatives that improved consistency across retail, packaging, and digital channels.
- Developed packaging, retail, and campaign assets supporting expansion to 11 locations.
- Helped shape the visual identity of one of Michigan's fastest-growing cannabis retailers.

SENIOR VISUAL DESIGNER

Gage Cannabis | 2019 – 2020

- Developed campaigns spanning retail, social media, packaging, and experiential marketing.
- Established creative processes and brand standards adopted across multiple locations.

INDEPENDENT ARTIST & FOUNDER

Animal Money | 2015 – 2022

- Built and operated an independent art brand spanning murals, illustration, exhibitions, licensing, apparel, and direct-to-consumer sales.
- Featured in publications including **Booooooom**, **Creative Boom**, and **Supersonic Art**.

Additional Experience:

Green Door Cannabis • Urb Cannabis • Yahoo • Facebook • Edelman • Noise • Smule • Betabrand