

OLEG KOLBASOV

Creative Director | Brand Strategy | Creative Operations | Team Leadership

Detroit, MI • Remote

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SUMMARY

Creative Director with 15+ years leading multidisciplinary teams, building brands, and delivering integrated campaigns across agencies, startups, and Fortune 500 organizations. Trusted by founders and executives to translate business goals into scalable creative strategies while building high-performing teams and improving creative operations.

CORE STRENGTHS

Creative Direction • Brand Strategy • Team Leadership • Creative Operations • Campaign Development • Client Leadership • Creative Production • Retail Marketing • Packaging • Executive Communication • Adobe Creative Cloud • Creative AI

PROFESSIONAL EXPERIENCE

Creative Director & Partner

Post Media | 2022–Present

Lead creative strategy, operations, and client partnerships for a multidisciplinary agency serving high-growth retail and consumer brands.

- Helped grow and operate a creative agency generating **\$2M+ annually** across retainer and project-based partnerships.
- Directed creative for **14+ active client accounts**, leading seasonal campaigns while balancing daily production priorities.
- Built, hired, and led a **12-person multidisciplinary creative team** spanning design, web, motion, video, 3D, photography, copywriting, and social media.
- Served as a strategic partner to CEOs and marketing executives, leading campaign reviews, seasonal planning, and long-term brand strategy.
- Managed creative operations, including production scheduling, capacity planning, freelancer coordination, and financial forecasting.
- Directed integrated campaigns across retail, digital, video, motion, 3D, packaging, web, and social while mentoring creatives and maintaining high creative standards.

Art Director

Multiplied | 2022

Creative lead supporting Web3, gaming, and emerging technology companies.

- Led creative across **7+ client accounts** with monthly retainers ranging from **\$30K–\$100K**.

- Partnered directly with founders, product teams, and marketers to establish brand direction and launch new products.
- Directed brand systems, digital experiences, investor presentations, and integrated marketing campaigns.

Senior Brand Design Lead

Michigan Retail Brands (Gage • URB • Puff Cannabis) | 2019–2022

Creative leader supporting multiple retail brands during rapid expansion.

- Directed branding, packaging, merchandising, retail environments, web, mobile, and integrated marketing campaigns.
- Helped launch **five Gage retail locations**, creating consistent customer experiences across physical and digital channels.
- Contributed to the continued growth of **URB**, helping shape one of Michigan's highest-performing retail cannabis brands.
- Developed foundational brand standards and creative systems for Puff Cannabis while coordinating freelance creative partners and collaborating with executive leadership.

EARLIER EXPERIENCE

Art Director — Smule

Developed digital marketing campaigns and product creative across web, mobile, and social platforms.

Graphic Designer — Betabrand

Created e-commerce campaigns, product launches, and digital marketing assets.

Graphic Artist — Yahoo

Produced digital advertising campaigns supporting Yahoo's advertising platform redesign.

Production Designer — Facebook

Created campaign assets supporting national web and mobile advertising initiatives.

Additional Experience

Creative work with **Edelman** and **Noise (Samsung)** supporting global brands including **Nike, Sony, Samsung, Adobe, Warner Bros., HP, Qualcomm, PayPal, Skype, and Procter & Gamble.**

EDUCATION

University of Michigan — B.A., Art & Design

TOOLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom) • Microsoft 365 • Teams • Trello • Dropbox • Claude • ChatGPT • Firefly • Veo