

OLEG KOLBASOV

CREATIVE DIRECTOR

Brand Strategy · Product & Creative Systems · AI-Assisted Development · Team Leadership

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SUMMARY

Creative Director with 15+ years of experience leading brands, campaigns, multidisciplinary teams, and integrated creative. Has helped lead a \$2M+ studio through periods of growth while remaining deeply hands-on across brand, campaign, digital, and production work. Also builds digital products, rapid prototypes, and AI-assisted systems, combining senior creative leadership with hands-on brand, product, and systems thinking.

CORE STRENGTHS

Creative Direction · Brand Strategy · Product Design · Creative Systems · Rapid Prototyping · AI-Assisted Development · Design Systems · Team Leadership

TOOLS & PLATFORMS

Adobe Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Figma · Monday.com · Trello · Harvest · ChatGPT · Claude · GitHub Copilot · Adobe Firefly · Midjourney · Veo · AI Video Editing · VS Code · GitHub · Vercel

PROFESSIONAL EXPERIENCE

POST MEDIA

Creative Director | Jun 2022–Present | Detroit, MI

Independent creative studio supporting consumer, retail, and emerging brands.

- Have led creative direction for the agency through periods of significant growth, including a peak of 14+ active client accounts, partnering directly with founders, CEOs, and marketing executives on brand strategy, campaigns, launches, and ongoing creative.
- Built, hired, and managed a 12-person multidisciplinary team at the agency's peak across design, web, motion, video, 3D, photography, copy, and social; continue to lead creative while remaining closely involved in concepting, design, production, and delivery.
- Built creative operations spanning prioritization, project tracking, resource planning, utilization, production standards, freelancer coordination, and repeatable client workflows using Monday.com, Trello, and Harvest; continue to adapt those systems to current team and client needs.
- Led adoption of AI-assisted creative workflows, introducing team training and practical standards for generative creative, research, ideation, audience-informed development, and AI-assisted video exploration.

MULTIPLIED

Art Director | Mar 2022–Jun 2022 | Austin, TX

Web3 and emerging-technology creative agency serving venture-backed startups.

- Led brand, campaign, and digital creative across 7+ emerging-technology client accounts with monthly retainers of approximately \$30K–\$100K.
- Partnered with founders, marketers, designers, product stakeholders, and developers to translate complex products into brand systems, digital experiences, investor materials, campaigns, and launch creative.

GAGE / URB / PUFF

Senior Visual Designer / Brand Design | Sep 2019–Mar 2022 | Metro Detroit, MI

Successive in-house roles supporting fast-growing Michigan retail and consumer brands.

- Supported Gage's expansion through five retail launches, developing creative across retail marketing, web, mobile, advertising, photography, and video.
- Helped build and launch the URB brand across retail, digital, packaging, web, outdoor, social, and integrated marketing.
- Helped define and scale Puff's visual identity as the company expanded to 11 locations, partnering directly with founders and executive leadership across brand, packaging, retail, digital, and campaigns.

INDEPENDENT / FREELANCE

Designer & Art Director | 2011–Mar 2013; Jul 2014–Jan 2015; May 2017–Sep 2019 | San Francisco · New Orleans · Detroit

Independent creative practice spanning brand, digital, campaign, and product work.

- Worked with consumer, fintech, hospitality, and product-development clients across brand identity, digital design, campaign creative, and ongoing production.
- Maintained retainer relationships with Laughing Monk Brewing, Motif Investing, and Innovative Design Products, adapting quickly to specialized client needs and short-term buildouts.

BETABRAND

Graphic Design & Illustration | Sep 2015–May 2017 | San Francisco, CA

Direct-to-consumer fashion company known for rapid product experimentation and frequent launches.

- Created brand, ecommerce, campaign, and digital experiences supporting product launches across web, email, social, merchandising, retail, and Silicon Valley Fashion Week.

FACEBOOK

Visual Artist, Contract | Jan 2015–Apr 2015 | San Francisco, CA

Consumer technology platform.

- Produced digital campaign creative for Facebook brand initiatives across web and mobile, including responsive layouts, motion graphics, and integrated advertising assets.

SMULE

Marketing Art Director | Apr 2014–Jul 2014 | San Francisco, CA

Consumer music technology platform.

- Developed creative across digital advertising, product marketing, social, motion, photography, and video while partnering with marketing, product, development, and creative teams.

NOISE

Graphic Artist, Contract | Jan 2014–Mar 2014 | San Francisco, CA

Creative agency supporting global consumer and technology brands.

- Created high-volume digital and social campaign work for Samsung across product launches, brand initiatives, and integrated marketing.

EDELMAN

Graphic Artist, Contract | Oct 2013–Jan 2014 | San Francisco, CA

Global communications and marketing agency.

- Created digital and social campaign work for enterprise technology clients including Adobe, HP, PayPal, Qualcomm, and Skype.

YAHOO

Visual Designer | Mar 2013–Oct 2013 | Remote

Global consumer technology and media company.

- Created digital advertising and branded experiences within Yahoo's Creative Solutions team for P&G, Sony, Samsung, Warner Bros., and Nike.

INDEPENDENT CREATIVE & PRODUCT WORK

INDEPENDENT PRODUCT DESIGNER & BUILDER

Apr 2026–Present | Detroit, MI · Remote

- TypeScout — Designed and built an autonomous typography discovery platform cataloging 4,800+ brands and 2,000+ fonts.
- Füd Fare — Designed and prototyped a consumer grocery-price intelligence platform spanning brand, UX, data normalization, and product systems across 25 stores and seven owner groups.
- Zeitlight — Designed and built a media-intelligence platform processing 430K+ articles across ~70 sources, combining information architecture, structured evaluation, and AI-assisted analysis.
- A Hole Planet — Designed and built a physics-driven strategy/arcade game, translating interconnected systems into an intuitive playable experience.

ANIMAL MONEY

Artist & Creator | Jun 2017–Feb 2022 | Detroit · New Orleans · San Francisco

Built an independent art and illustration practice spanning prints, murals, licensing, apparel, exhibitions, and direct-to-consumer sales. Supported myself for a year selling prints at New Orleans markets; work appeared in artist VIP environments during events including New Orleans Jazz Fest, and murals included installations for Condado Tacos in Ann Arbor and Mia's Bakery. Featured by Booooooom, Creative Boom, and Supersonic Art.

EDUCATION

University of Michigan — B.A., Art & Design | 2007–2011