

Vadim Mustaev

mustaev@gmail.com

+1 217.721.8601

LinkedIn [vadimmustaev](#)

Portfolio www.vadimmustaev.com

Senior Graphic Designer with 10+ years of experience across brand systems, marketing communications, and retail environments. Combines strong execution with strategic thinking, translating complex ideas into clear visual solutions. Background includes leadership roles in large retail organizations and hands-on design in a fast-paced U.S. in-house marketing team.

SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom), Figma; Brand Systems & Visual Identity, Marketing & Campaign Design, Print Production & Prepress, Presentation Design, Photography & Art Direction; macOS, MS Office.

EXPERIENCE

Graphic Designer *Pavlov Media – Champaign, IL*

Jul 2021 – Present

- Designed and maintained a scalable marketing design system supporting multi-channel communications
- Created marketing assets including social media, mail campaigns, presentations, print collateral, and environmental graphics
- Collaborated cross-functionally with engineering, HR, and Account Management teams to translate complex concepts into clear visual communication
- Contributed to website and app redesign initiatives as a design consultant
- Reduced design turnaround time by ~50% through efficient workflows and asset reuse systems

Art Director (Contract) *Brand Loyalty – Netherlands / Russia*

Jul 2017 – Aug 2023

- Developed key visuals and campaign systems for 20+ international retail clients
- Produced high-volume marketing assets across print and digital channels
- Managed end-to-end production, ensuring 100% prepress-ready files for large-scale retail distribution
- Produced and adapted campaign assets for 10+ international markets and large-scale retail networks
- Supported global brand partnerships including Disney, Lego, and Marvel, delivering production-ready assets at scale
- Balanced creative development with high-volume production under tight timelines

Creative Director / Co-owner (Design Studio) *Wellton – Moscow, Russia*

Apr 2014 – Jun 2017

- Led creative direction across 30+ client projects annually
- Managed and mentored a team of designers and production specialists
- Oversaw full-cycle production including branding, photography, and prepress, with print runs reaching up to 1.5 million units/week
- Increased project delivery efficiency by 25% through improved workflows and team coordination

Creative Director *X5 Group — Moscow, Russia*

Apr 2006 – Apr 2014

- Directed visual communications for one of the largest retail networks, supporting multiple national brands and private labels
- Supervised internal teams and external vendors across dozens of concurrent campaigns
- Led development of brand guidelines used across 5,000+ retail locations
- Delivered large-scale packaging and in-store communication systems

EDUCATION Master Degree in Graphic Design and Engineering

ADDITIONAL Studio Photography