

LANA MOLODTSOVA



lanamol@gmail.com
240.426.0972
www.lanamol.design.com

Education

The Art Institute of Washington, Arlington, VA
Bachelor of Fine Arts degree in Media Arts and Animation, 2007

Software/Skills



Photoshop



Illustrator



InDesign



Flash



After Effects



Dreamweaver



Adobe Digital Publishing Suite



Working Knowledge of HTML and CSS



Autodesk Maya

Experience

TheaterMania **Art Director**

2011-Present

- In charge of redesign and re-launch of TheaterMania website
- Develop different TheaterMania brands, such as TMU(TheaterMania Student Blog), and TheaterMania Gold Club (Membership Theater Tickets Service)
- Worked with marketing department in setting up Social Media Campaigns across various platforms (facebook, tumblr, twitter, google+)
- Provide brand direction to increase consistency within TheaterMania brand by creating “TheaterMania Style Guide”
- Design various print Ad campaigns, including the Poster Campaign for Central Parking Garages in New York City Theater District
- Responsible for creating the TM Magazine (TheaterMania’s in-house monthly iPad magazine) brand and its art direction by:
 - Developing design and layout for 70+ articles
 - Coordinating delivery of copy, images and interactive content cross departments
- Rebrand the Drama Desk Awards’ (Annual theater award show) identity, including logo, website and event program
- Build a cohesive and recognizable brand image for OvationTix, a B2B website.

1stdibs

Jr. Art Director

2009-2010

- Worked on establishing the 1stdibs brand by:
 - Creating company’s logo
 - Maintaining visual consistency for various publications
 - Sustaining visual aesthetic of the web site
- Responsible for preparing weekly layouts for Introspective magazine (the in-house interior design/fashion online magazine for 1stdibs.com)
- Prepared photoshopped images weekly for 3 articles ranging from designer profiles to book reviews (7-14 pages each)
- Contributed to the creative process of editorial concepts and ideas
- Designed custom websites for individual clients
- Created flash banners for 1stdibs homepage in order to help increase traffic to clients’ websites
- In charge of designing promotional 1stdibs banners for various publications (NY Times, Artnet, etc.)
- Designed promotional 1stdibs material for various 1stdibs sponsored events, including posters, decals and general signage

Universal Creative Group **3D Designer**

2007-2009

- Responsible for animating 3D characters for TV spots using Cinema 4D
- Focused on modeling of 3D characters, environments and objects for TV spots
- Prepared concept work and character and object design for various ad campaigns
- Created banners for Internet campaigns using Adobe Flash
- Designed print campaigns containing posters, cards, magazine and newspaper ads
- In charge of designing landing pages for web campaigns using Adobe Illustrator