

Dmitrii Rodionov

Art Director

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Antwerp, BE

Summary

I'm a creative team leader, educator, graphic and motion designer. I have experience working in diverse branding studios and leading creative teams. I've created multiple educational online courses with 1600+ students. I gave multiple talks on topics of creativity, CG, and motion design.

Experience – 14 years

CG and Motion Designer, **Skinn**

Since May 2022. Full-time, Antwerp, BE

Company	Skinn is a strategic design agency with a holistic approach. It builds and optimizes existing brands. More than 40 people working in Antwerp, Bruges and Amsterdam.
Role	Leading role for motion branding and CG imagery with goals of expansion of the motion capabilities, automation of assets generation by clients using custom templates and software, and team education.
Achievements	<ul style="list-style-type: none">• Enabled the studio's own CG visuals creation capabilities.• Created an internal-half-year long education program on motion design and trained the entire creative team. Effectively this education effort enabled multidisciplinary among designers at the studio.• Helped to grow the audience x1.5 times in major social networks.

Creative Director, **BBE**

Nov 2020 – Jan 2023. Full-time, Moscow, RU

Company	BBE is a school of creative industries with online courses on graphic and motion design, UX, illustration, contemporary art, and a lot more. It was created in 2016. Since that time 200,000+ students have enrolled. It evolved from a small educational project to a prominent and beloved design school with an interdisciplinary course system, a strong community, and cultural initiatives. The school grew from 20 to 80 people during my work there.
Role	Management role in the school, the leading position in the design department with responsibilities of building brand identity, upgrading and adapting product (web) design. The main focus of the role was on building the processes within it and between the art department and other departments.
Achievements	<ul style="list-style-type: none">• Created processes and frameworks for design work in the company.• Design team growth x6.• Guided web design evolution from a small-scale business to an educational platform.• Social media audience growth x2 (IG, from 40.000+ to 80.000+ subscribers).• Created influential identities for films and conferences organized by the school.• Red Dot design award for branding.

Tutor of Motion and CG program, **BBE**

2021–2023. Part-time

Designed an extensive and robust 16-months program for people starting their careers in CG. 30+ industry-renown specialists recorded more than 250 tutorials, tips, and lectures. The program includes 28 webinars, 29 homework assignments, and constant feedback from the school advisors.

Tutor of Kinetic Typography course, **BBE**

2019–2021. Part-time

Designed and 6 times performed a hands-on course on kinetic typography in Cinema 4D (CG) for those who love letters and want to expand their creative possibilities with animation. The course consisted of 3 lectures and 7 lessons with homework. More than 90 students graduated with 3d skills needed for a variety of kinetic typography applications.

Art Director, [ONY](#)

2018–2020. Full-time, Moscow, RU

Company	ONY is one of the major Russian branding and web design studios. It was opened in 2002. It has 500+ completed projects, 190+ local and international awards (Awwwards, The FWA, EDA, Red Dot). More than 30+ people were working in the studio.
Role	Multidisciplinary brand designer, and art director (team lead) with focus on CG.
Achievements	<ul style="list-style-type: none">• Worked on a rebranding of several major banks, IT and delivery brands, and a magazine.• Helped to produce multiple case studies and socials.• Made advancements in CG and motion skills.

Art Director, [12 Kosmonavtov](#)

2015–2018. Full-time, Moscow, RU

Designer, LemonLime advertising agency

2013–2015. Full-time, Moscow, RU

Designer, [Mobile TeleSystems JSC](#)

2010–2013. Full-time, Moscow, RU

Skills

Team leadership, Team growth, Communication, Empathy, Branding, Motion Design, 3D/CG, Typography, Creative coding, Figma, Adobe Ai, Ps, In, Ae, Au, Pr, Lr, Xd, Maxon Cinema 4D, Redshift, SideFX Houdini.

Education

2012–2014	British High School of Design . Type and Typography
2006–2011	Moscow State University of Printing Arts. Faculty of Graphic Arts. IT in design

Awards

2024	Brand New – Skinn – Most active agency, Recurring trends
2021	Red Dot Award – BBE – Lepota
2019	ADCR – ONY – Avito
2019	ADCR – ONY – Hyperlens, AZ museum
2019	Demo Festival – Obstacles

Publications and talks

2021	Postrealism, digital avatars and self-reflection – Design weekend – Suzdal
2021	The human body in 3D: realism and changing perception
2021	Lexus Design Awards Russia
2020	Consistency of motion design
2020	Interview for type.today (ENG)
2020	Interview for BBE (RUS)