

Nick Yushkevych

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Portfolio - <https://yushkevych.com>

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Profile

Senior Creative Director / Senior Art Director / Design Director with 15+ years of experience, including a decade in **design leadership** across Fintech, Healthcare, Gambling, and Food Tech sectors. Skilled in **building premium, user-centered products, leading high-performing design and research teams**. Passionate about creating visually striking, strategically **effective campaigns** for global brands. Well-versed in the latest **AI tools** and technologies, with a deep understanding of **UI/UX design** and the end-to-end development process.

Experience

DESIGN DIRECTOR, SENIOR CREATIVE DIRECTOR

FINANCIAL COMPANY "DEBT CONSULTANTS GROUP" (OCT 2024-PRESENT)

- Oversaw all design operations across the company, leading a team of 5+ designers and collaborating with cross-functional departments. Directed creative strategy and user experience for over 30 marketing campaigns annually. Contributed to a **35% increase in annual revenue**.
- Led a full-scale rebranding of the parent company and **6+ sub-brands**, including the creation of brand guidelines, visual systems, and partner toolkits — resulting in a **35% improvement in brand recognition** and **higher partner engagement**.
- Spearheaded the development of an automated web application from scratch: delivered product vision, UX flows, and a Figma-based prototype; built and launched the front-end MVP in 3 months in collaboration with back-end developers.
- Managed **creative direction** and asset production for over **30 ad campaigns** across Meta, YouTube, and Reddit, achieving **up to 4.5x ROAS** and reducing CPA by **52%**.
- Produced over **200 pieces of content per year** for Facebook, Instagram, LinkedIn, YouTube, and TikTok.
- Launched and optimized an email marketing system, increasing open rates to **38%** and CTR to **12%**, while automating 10+ customer journey flows through email segmentation and triggers.
- Led the implementation of a cross-platform email marketing system using Mailchimp and Salesforce Marketing Cloud, launching 10+ automated customer journeys with dynamic content, A/B testing, and behavior-based triggers — significantly improving retention and lead nurturing.

DESIGN DIRECTOR, SENIOR ART DIRECTOR

FERTILITY CLINICS "IVF-LIFE GROUP" (APR 2022-OCT 2024)

- Spearheaded a rebranding initiative, managing the design process from concept to completion, which boosted **lead generation** by **19-27%** and **sales** by **13.7%**.
- Overhauled the IVF-Life Group's **visual identity**, introducing modern design elements that enhanced brand recognition across key markets including Spain, the UK, and Germany.
- Directed a **multimedia advertising campaign** that significantly increased market share.
- Led the **digital transformation** of a client's paperwork by converting it into a **mobile app**, and initiated a **"mobile first" UI/UX redesign** of the **website**.
- **Led** a diverse **team of designers**, driving innovation and quality in visual concepts.
- Negotiated with suppliers and integrated new technologies, cutting costs by **38%** while improving output quality.

MARKETING DIRECTOR

DENTAL CLINICS "ORTHOGNATIKA" (NOV 2019-FEB 2022)

- Orchestrated a comprehensive **rebranding** that boosted **social media** audience **growth by 87%** in the first quarter.
- Positioned the company as a leader in the regional dental healthcare sector within two years.
- Achieved consistent year-over-year **sales growth**.
- **Developed and launched two new sub-brands** targeting pediatric dental care and professional dental education.
- **Managed** a broad spectrum of marketing functions, from high-conversion **social media strategies** to **outdoor advertising**, maintaining high medical standards.

DESIGN DIRECTOR, SENIOR CREATIVE DIRECTOR

INTERNATIONAL BETTING COMPANY "BETPLANET" (MAR 2019-JUN 2020)

- Tailored **branding** for market entry in a new geographical area.
- **Led the creation and execution** of online campaigns, tripling leads by **215%**.
- Authored scripts and provided **art direction for commercials**.
- **Supervised a creative team**, including designers and 3D animators, on various multimedia projects.
- **Executed a rebranding strategy** for a sub-brand in the UK market.

CEO, SENIOR CREATIVE DIRECTOR

SILVER JEWELRY "WANT&DOT" (JAN 2018-MAY 2019)

- Created and implemented the **naming and branding** that achieved high customer satisfaction.
- Managed the full **product development cycle** for over 20 new products in three months.
- Developed and executed **online and offline marketing strategies**, rapidly expanding a local business.
- Achieved **national expansion** in 12 months, opening stores in 5 cities and securing contracts with major resellers.
- Successfully structured and sold the business.

CEO, DESIGN DIRECTOR

ALL-UKRAINIAN ONLINE SERVICE OF FOOD ORDERING "SMACHNOGO.UA" (AUG 2013-OCT 2015)

- **Launched and branded** a successful national brand.
- **Directed the development and launch of web and mobile platforms**, significantly boosting user acquisition.
- Championed innovative **marketing strategies** and **product enhancements**, leading to a 33-point increase in customer satisfaction (**NPS**) and a **24% rise** in customer retention.
- Built and led a **cross-functional team** of 10+ members, fostering a culture of innovation and productivity.
- Established key **partnerships** with major Ukrainian restaurant networks, augmenting product capabilities and revenue.

SENIOR CREATIVE DIRECTOR

ADVERTISING AGENCY "PATRON CREATIVE GROUP UKRAINE" (JAN 2010-FEB 2018)

- Led **strategic development** of advertising campaigns, driving **50%** higher client engagement.
- Directed end-to-end campaigns, boosting brand visibility by **20%** and achieving median **ROI of 8**.
- Optimized **design workflows** and integrated advanced tools, increasing productivity and creative quality.
- Built strong **client relationships**, delivering tailored solutions and securing 97% retention.
- Oversaw outdoor and print productions with teams up to 15, ensuring quality and timely delivery.
- Hired and trained **12 designers**, doubling department output (+200%) through advanced practices.
- Founded **digital printing department** in 5 weeks, launching new product lines and capturing 5% market share in 6 months.

See prior experiences on my [LinkedIn](#)

Skills

Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, After Effects), Figma, Blackmagic DaVinci Resolve, FinalCut, Adobe Firefly, Midjourney, Sora, Runway, Veo 3, ElevenLabs - expert

Photographer / Cinematographer / Colorist - expert

Adobe Premier, Rhinoceros 3D, Cinema 4D, Arnold render, X-Particles, Cycles 4D, Sketch, draw.io, Adobe InDesign, Adobe XD, Anima, Visual Studio Code, V0, Cursor - advanced

MS Teams, Jira, Slack, Asana, HTML, CSS, JavaScript, API, ChatGPT, Gemini, Next.js, React, WordPress, Elementor Pro

Education

IAMPM - IT Product Management Course - ProductMan 2.0 (2022)

HILLEL - UI/UX Design Pro Course (2022)

IAMPM - IT Development Process Course - Techmind (2021)

I.I.Mechnikov Odesa National University (Ukraine), Management of Organizations (2000-2005)