

Iosif Paskar

SENIOR ART DIRECTOR

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PROFESSIONAL SUMMARY

- Recipient of **15 American Design Awards** (www.designinferno.us/awards).
- Hands-on **Senior Art Director** delivering captivating end-to-end design solutions across brand marketing, packaging and industrial design, retail, trade events, and digital media for global audiences.
- Blend **creative vision, adaptability and strategic execution**, partnering with over 30 top brands in Cosmetics, Consumer Goods, Electronics, Fashion, Luxury, Health, Sports/Wellness, and Automotive.
- Early adopter of **generative AI tools**, improving efficiency and amplifying the design process, with documented reductions in turnaround time and production costs.
- Trendspotter, mentor, and collaborative leader within multidisciplinary teams, consistently delivering sharp, market-relevant designs.

CORE COMPETENCIES

- **Software:** Adobe Illustrator, Photoshop, InDesign, Firefly, Acrobat, Lightroom; ChatGPT, Nano Banana, LovArt, Figma, Midjourney, Canva, & KeyShot; Microsoft Office, Teams, Trello, Zoom, Slack, Hightail, Google Analytics, Wix.
- **Design Proficiency:** Art Direction, Enterprise Brand Strategy and Storytelling, Project Management, Concept Sprints, Brand Identity, Typography, Layout, Traditional and Generative AI Rendering, Logo and Iconography, Sketching, Photography, Copywriting, and Amazon Advertising; Color Separation, UV Coating and Finishes, Stock and Custom Components, Pre-Press Validation, Approval, Assembly, Mold Tooling; Trade and Social Media Advertising; Industrial Design, 2D and 3D Rendering, Spatial, OOH, Retail Environment, and POS Display Design.

PROFESSIONAL EXPERIENCE

DESIGN INFERNO, New York, NY.

Co-Founder & Senior Art Director.

2016 - 2023: Co-founded and built a studio while consulting alongside full-time roles.

2025-Present: Returned to lead the studio full-time, expanding focus on packaging and brand development systems for beauty and lifestyle clients.

- Co-founded a boutique design studio serving brands in Cosmetics, Personal Care, Consumer Goods, Electronics, Fashion, Lingerie, Luxury Watches, Sports/Wellness, and Automotive.
- Lead and mentor a multidisciplinary team across Brand Identity, Packaging and Industrial designs, Exhibits, Amazon Advertising, and Digital Content, owning projects from trend analysis and concept briefing through production, vendor coordination, and handoff.
- Direct end-to-end packaging programs, from structure and dielines to artwork, materials, finishes, and color management, ensuring manufacturability and on-time delivery.
- Manage custom tooling, negotiate logistics and pricing, and oversee vendors' workflows; present vivid, creative concepts, contributing to a **20% increase in client retention**.
- Identify creative roadblocks and process redundancies, introducing workflow improvements that increase team efficiency and improve project turnaround by 15%.
- Partner with clients across categories, including Cosmetics components, Beauty Tools, Wearable Electronics, e-Bikes, Vacuum Cleaners, and Vitamins/Nutrition.
- Travel domestically and internationally to research trends, review factories, and assess supplier quality, informing design direction and sourcing decisions.

- Lead experiential design and production for major industry events (CES, CTIA, K/BIS, IHH), aligning spatial, digital, and environmental creative directions with clients' brand strategies.

Selected Clients: QUR Life, Happy Skin, Lip Dr., GRIT Men's CareMonster, Jem Global, Isaac Mizrahi, René Rofé, Bombshell Boudoir, Puma, ACKERMANS, LUXE and WILLOW, iWorld, NOEVIR, Marc Ecko Unltd, Westinghouse, Merkury Innovations, GEENI, DC Comics, PHAZ Music, STP, CYLO, Audemars Piguet, Digipower, Travelocity, Tough-Tested, and Jetson E-bike.

BYTECH NY Inc., Brooklyn, NY.

Senior Art Director, 2023 - 2025.

- Led creative strategy and design execution for a multibrand in-house portfolio, including Case Logic, Brookstone, Sealy, iHome, Bugatti, FIAT, Techcellent, and The Sharper Image.
- Collaborated with Production, Engineering, Copywriting, Sales and Marketing, Photography, and 2D/3D Design to drive revenue growth and brand consistency across packaging, industrial design, trade exhibits, print, and digital media.
- Independently developed prime production-ready packaging, seasonal collections, mechanicals, presentation decks, email campaigns, digital marketing collateral, in-store signage, OOH, and environmental designs.
- Designed integrated brand ecosystems for retail environments and e-commerce with a focus on target audiences, sustainability, recycling, and waste reduction.
- Led design for key product categories, including speakers, headphones, power banks, earbuds, wearables, smart home devices, cables, and beauty tools.
- Presented data-driven concepts to stakeholders, adapting to constructive feedback and resolving production challenges.
- Integrated generative AI tools to accelerate workflows and strengthen trend and competitive analysis.

ARGENTO SC / iWAVE, New York, NY.

Graphic Designer, 2013 - 2014.

Senior Art Director, 2015 - 2016.

- Promoted to Senior Art Director position within a year at a fast-paced marketing firm.
- Directed Brand Identity, Packaging and Industrial Designs across Sports, Wellness, Mobile Accessories, and Home Goods categories.
- Articulated trend moodboards to stakeholders and clients. Balanced high-quality designs with rapid product rollouts, implementing client feedback, and emerging trends.
- Designed packaging, exhibit signage, sales decks, lookbooks, brand collaterals, and implemented 2D/3D CAD designs.
- Managed rapid print production, mockups, pre-press approval, and final delivery.

EDUCATION

- Parsons School of Design, Associate Degree, Graphic Design.
- Ukrainian Academy of Printing, Master's Degree, Print and Packaging Design.
- South Ukrainian University, Bachelor's Degree, Industrial Design.
- Odessa Theatrical Art College, Bachelor's Degree, Film Makeup Art.