

IOSIF PASKAR

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PROFESSIONAL SUMMARY

Results-driven Brand and Packaging Design professional with 12+ years directing end-to-end creative programs from brief through sustainable product development and mass production across Beauty, Consumer Electronics, Luxury Watch, LED Lighting, Automotive, Health, Sports/Wellness categories.

Proven ability to build and scale cross-functional teams, engineer production workflows, and deploy generative AI to shorten development cycles without sacrificing quality.

CAREER HIGHLIGHTS

- 34 brands and licenses launched and revitalized across retail and DTC channels, including Argento, Meijer's Techcellent, QUR, LUXE & WILLOW, Noevir, Sacred Beauty, Ackermans, Bytech, Case Logic, DC Comics, Marc Ecko, Brookstone, Merkury, and The Sharper Image.
- 15 American Design Awards and 7 Industrial Design Patents: recognition tied to commercial results, not just craft.
- Generative AI adoption that cut development timelines of Industrial and Packaging designs by up to 40% and reduced creative costs by 35% at Design Inferno.
- Consistent 15% sell-through boost above projection across Cosmetics and Mobile Lifestyle categories at Design Inferno and Bytech.

PROFESSIONAL EXPERIENCE

DESIGN INFERNO | Senior Art Director | 2025 – Present | New York, NY

- Returned to scale studio operations after a 2-year corporate tenure; expanded focus to brand growth strategy, premium packaging, e-commerce content, and retail environment design.
- Previously Co-Founder and Senior Art Director (2016–2023), see below.

BYTECH NY INC | Senior Art Director | 2023 – 2025 | Brooklyn, NY

- Directed creative strategy across a 7-brand portfolio, including Bytech, Case Logic, Brookstone, Sealy, Bugatti, Techcellent, and The Sharper Image, spanning Wearable Tech, CPG, LED, and Smart Home categories.
- Designed and implemented the Techcellent product category for Meijer's store-brand launch within 4 weeks, covering 148 SKUs from concept through packaging and production, and delivered 2 weeks ahead of schedule.
- Reduced packaging unit costs by 15% through close cross-functional collaboration with sales, manufacturing, QC, and legal teams on cost engineering, sustainability, and regional compliance.
- Led an 8-person design team, managing end-to-end packaging creation and digital assets; improved team output speed by 25% within 7 months.
- Integrated generative AI tools into creative workflows, cutting project costs by 40% and accelerating speed-to-market across all deliverables.
- Drove 12% revenue growth across all categories by aligning creative output with sales and profit goals.

DESIGN INFERNO | Senior Art Director and Co-Founder | 2016 – 2023 | New York, NY

- Co-founded an agile design studio serving global brands in Cosmetics, Consumer Electronics, Sports/Wellness, Luxury Watch, and Automotive, growing to 6 staff members.
- Delivered 15% average sell-through improvement above client projections by aligning packaging design with retail and e-commerce consumer psychology.
- Established 30+ Brand Guidelines governing consistency, versatility, scalability, sustainability, digital assets, and experiential touchpoints, enabling rapid SKU scaling without brand drift.

- Increased recycled content by reducing package size, shifting to modular and renewable selection, replacing traditional with plant-based inks, and using compostable substrate.
- Championed user-centered and market-driven design processes, including research, concept development, prototyping, and testing.
- Introduced generative AI tools to accelerate concept sprints, reducing average project turnaround by 25% from 1 week to 3.75 days.
- Oversaw pre-press approval and high-volume manufacturing launches; traveled to China to validate vendor feasibility and production quality.
- Led 14 brand exhibition designs for CES, CTIA, Luxe Pack, K/BIS, and IHH of retail merchandising, experiential designs of spatial footprints with budgets up to \$600K.

ARGENTO SC | Senior Art Director | 2013 – 2016 | New York, NY

- Promoted to Senior Art Director within 12 months, based on the delivery of an Original Penguin license product and packaging designs.
- Directed brand identity, packaging, and industrial design for Sports, Wellness, Home Goods, and Mobile Accessory categories.
- Translated trend moodboards into rapid product rollouts; managed lookbooks, sales decks, and exhibit concepts that drove measurable demand in competitive retail environments.

CORE COMPETENCIES

Packaging, Structural and Graphics Design: Layout composition | Typography | Visual Hierarchy | Photography compositing | Image retouching | Illustration | Digital file preparation | Web design | Press validation | 2D CAD | Iterative design | Copy direction | Mockup prototyping | Dieline development | Color psychology | Key components proficiency | UV finishing | Regulatory compliance | Tooling | CMYK and Spot printing | Metallic decoration | Rigid and Flexible packaging | Sustainable materials | AI Rendering.

Industrial Design: User-centered design | Research and trend analysis | Sketching, hand, and digital illustration | Rendering and visualization | Product development from concept to production.

Brand and Creative Strategy: Brand DNA | Brand guidelines | Licensing | Logo infographics | Global scalability | B2B | B2C | DTC | Product launches | Stakeholder communication | Team management | Vision presentations | Retail merchandising strategy | E-commerce content | Amazon advertising | OOH | Experiential spatial design | Trend forecasting | Competitor analysis.

Software and Tools: Adobe Illustrator | Photoshop | InDesign | Lightroom | Firefly | Acrobat | BPT-Pro | Figma | KeyShot | Canva | ChatGPT | Midjourney | Pacdora | Gemini | Microsoft Office 365 | Slack | Zoom | Trello.

EDUCATION

Master's Degree, Print and Packaging Design, Ukrainian Academy of Printing

Bachelor's Degree, Industrial Design, South Ukrainian University

Associate Degree, Graphic Design, Parsons School of Design

AWARDS and RECOGNITION

15 American Design Awards, packaging and brand design categories, 2015 - 2025

7 Industrial Design Patents: Ergonomics, Consumer Goods, and Structural Packaging Innovations.