

# Bohdana Komichak

## Creative Direction & Operations

### Contact

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Location preference: Austin, TX or Remote

## Summary

Creative Director with 13+ years of agency experience, focused on leading intentional, human-centered design while guiding companies to express their voice through creativity. Proven track record of fostering high-performing teams, optimizing creative workflows, and delivering scalable design systems. Industry expertise backed by a Master's in Design Management & Communications.

## Experience

### Graphic Designer, 12 Elements Consulting

Austin, TX | July 2026 – Present

- Design customer-facing email campaigns, digital ads, presentations, and brand collateral that translate complex financial services messaging into clear, conversion-focused creative across digital channels.
- Build and maintain scalable design systems, templates, and reusable creative assets to improve production efficiency, strengthen visual quality, and enable rapid execution in a fast-paced, high-growth environment.

### Senior Art Director, Bridgenext

New York, NY | 2021 – 2025

- Developed and maintained brand systems, style guides, campaign toolkits, and scalable design templates to support creative consistency.
- Integrated AI tools into the creative workflow to accelerate concept testing while maintaining brand governance and visual consistency.
- Managed a cross-functional team, drove vendor partnerships, and delivered campaigns that generated over \$1.2M in retail revenue and \$180K in monthly B2B growth.
- Planned and executed company-wide engagement events with \$10K+ budgets, fostering collaboration and team morale.

### Art Director, Kraus Marketing

Morristown, NJ | 2013 – 2021

- Developed an internal educational program in which department leads taught the team industry best practices, increasing cross-team collaboration by 20%.
- Launched 135 websites using digital advertising, UX, and marketing principles while maintaining on-time delivery and creative ownership.
- Oversaw budgets, vendor relationships, and asset libraries, achieving annual cost savings of \$50K+.
- Led end-to-end WordPress site builds optimizing usability and performance.
- Successfully led a high-performing creative team through the challenges of the pandemic, while launching a new company website under remote workflows.

## Education

### Master's Degree, Georgetown University 2020-2022

- Professional Studies, Design Management & Communications

### Bachelor's Degree, Ohio University 2006-2010

- Fine Arts, Graphic Design

## Skills

Adobe Creative Suite, InDesign, Illustrator, Photoshop, Premiere, AI Tools and Literacy, Branding & Identity, PowerPoint, Keynote, Canva, Teams, Design Systems, Creative Operations, Figma, Project Management, UX/UI, Visual Storytelling, WordPress, Microsoft Office

## Affiliations

### Registration Administrator, Plast Ukrainian Scouting Organization

Whippany, NJ | 2025-2027

- Manage registration for 175 scouts through an online CRM system, overseeing payments, group assignments, renewals, and records.

### Women's Group President, 'Shostokryli'

2021-2023

- Led a women's group of 20+ members, organizing annual meetings, fundraising initiatives, and driving volunteer efforts.
- Co-organized events supporting Scouts for Ukraine, a non-profit providing direct aid to frontline soldiers during the ongoing war.