

Serge *Rashkov*

ORANGE COUNTY, CALIFORNIA

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01 / EXPERIENCE

Halo Technology

Creative Design Manager

2022-present

Conceptualizes design projects across multiple brands, ensuring consistency, quality and user-friendly design. Leads the design team and junior designers, coordinating marketing, copy and creative teams to streamline workflows. Keeps creative work aligned with technology trends and best practices.

SeneGence International

Senior Designer

2019-2022

Developed original multimedia content and messaging for product launches, promotions and incentives. Partnered across departments on international customer- and distributor-facing products, maintaining creative alignment while meeting aggressive deadlines and shifting timelines.

GrayMeta Inc.

Motion Designer

2016-2019

Created innovative concepts, brand assets, advertising layouts and large-format print collateral. Produced original video content in collaboration with the Chief Marketing Officer, contributing to every stage of film and video production.

Beachbody Company

Multimedia Designer

2015-2016

Designed and delivered social media assets across multiple brands and product lines. Produced banner ads, social posts and blog videos within strict brand guidelines. Collaborated with a customer-engagement team, meeting tight deadlines and monitoring industry trends.

02 / PROFILE

Creative design manager leading multimedia, marketing and print projects from concept to execution. Builds and collaborates with high-performing teams, streamlines workflows and elevates brands through innovative visual strategies. Balances creativity with business goals to drive engagement, reduce costs and maximize profitability. Expertise spans photography, video production and social media integration.

03 / SPECIALTIES

Advertising · Art direction
Competitor research
Creative design & direction
Email campaigns · UI / UX
Magazine & catalog design, direction & production
Marketing strategy & direction
Mobile · Packaging
Photography direction
Editing · Fulfillment
Product consultation
Prototyping · Social media
Video production

04 / EDUCATION

The Art Institutes of California

Interactive Media Design
3.9 GPA

05 / CONNECT

[linkedin.com/in/sergerashkov](https://www.linkedin.com/in/sergerashkov)