

# DARYA RAKITINE

CONCEPTUAL 3D DESIGNER. ART DIRECTOR



PORTFOLIO  
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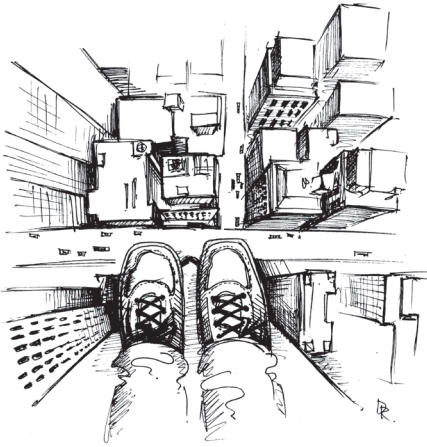
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## SUMMARY

Design is not just my profession; it's my passion and way of life. With two decades of experience in conceptual ideation, graphic design, retail design, and 3D rendering, I have had the privilege of leading innovative design teams and crafting transformative retail solutions. My journey has allowed me to forge strong client relationships, delivering high-quality work that inspires and exceeds expectations. I am dedicated to the art of design, intelligent marketing, and the joy of creativity.

"Life isn't about waiting for the storm to pass,  
it's about learning to dance in the rain!"

- Vivian Greene

## EXPERTISE

- Creative Direction
- Client Communication
- Team Leadership
- Mentoring Designers
- Presentation Skills
- Creative Ideation
- Problem Solving
- Innovative Thinking
- Retail Design
- Concept Sketching
- Graphic Design
- 3D Rendering

## WORK EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR

The Central Group, Mississauga, Ontario, Canada

May 2023

Present

Led a team of designers, ensuring the highest quality of work and successful client presentations. Oversaw creative ideation and rendering, mentoring team members and setting up client presentations. Conducted brainstorming sessions. Sketched ideation concepts and developed ideas for temporary, permanent, and semi-permanent POP displays, fixtures, and in-store environments, leveraging an understanding of materials and production processes.

### SENIOR CONCEPTUAL & GRAPHIC DESIGNER

The Central Group, Mississauga, Ontario, Canada

Oct 2012

May 2023

Developed creative concepts, graphic designs, and display designs. Conducted 3D modelling and rendering for various projects. Sketched ideation concepts and created designs for temporary, permanent, and semi-permanent POP displays, fixtures, and in-store environments using a thorough understanding of materials..

### SENIOR DESIGNER - FREELANCE

Aquent/Vitamin T, Toronto, Ontario, Canada

May 2012

Oct 2012

Engaged in various temporary, consulting, and contract design work, providing creative solutions for diverse clients.

## SKILLS

- **Software:** 3Ds Max, Procreate, Adobe Creative suite, Microsoft PowerPoint, Cinema 4D
- **Capabilities:** Art Direction, Concept Sketching, Creative Problem Solving, Free Hand Drawing, Innovative Thinking, Leadership, Multitasking, OPTIMISM

## AWARDS

2023

### SKETCH THE JUNCTION

Plain air sketching competition - 1st place

## EDUCATION

2005 - 2007

### ONTARIO MANAGEMENT DEVELOPMENT PROGRAM - LEADERSHIP SKILLS

Humber College, Toronto, Canada

2007

### 3DS MAX MODELING AND ANIMATION CERTIFICATE

Humber College, Toronto, Canada

2000 - 2003

### ADVANCED PACKAGE AND GRAPHIC DESIGN DIPLOMA WITH HONOURS

Humber College, Toronto, Canada

## WORK EXPERIENCE (CONTINUED)

### SENIOR DESIGNER / ART DIRECTOR

Harding Display Corporation, Toronto, Ontario, Canada

Oct 2004

May 2012

Generated and directed conceptual and graphic ideas for POP displays, store fixtures, and in-store marketing solutions. Designed layouts for literature and created photorealistic digital color renderings and 3D models. Sketched initial concepts and developed ideas for temporary, permanent, and semi-permanent POP displays, fixtures, and in-store environments.

### GRAPHIC AND STRUCTURAL DESIGNER

Dexim Merchandising Group, Toronto, Ontario, Canada

Apr 2003

Oct 2004

Created color renderings for POP displays and designed literature layouts. Produced CAD drawings for corrugated and permanent displays. Utilized sketching to create initial design concepts and developed ideas for temporary, permanent, and semi-permanent Point of Purchase displays and fixtures. Created instruction sheets.

### GRAPHIC DESIGNER, PREPRESS, PRODUCTION

Captain Printworks, Markham, Ontario, Canada

Mar 2002

Apr 2003

Designed various business IDs, cards, posters and brochures.

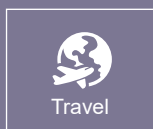
Prepared final print art for production



## HOBBIES



Painting



Travel



Theatre



Urban Sketching

## REFERENCES

AVAILABLE UPON REQUEST