DENIS KASHOID

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Creative Director | Designer

Creative director and designer with over a decade of experience turning complex ideas into clear, compelling visual stories. Currently leading design for Newmark's national Seniors Housing team, with a focus on capital markets, investment presentations, offering memorandums, data visualization, and brand communications. I combine strategic thinking with hands-on design, building systems and processes that help teams work more effectively while staying close to the craft. Throughout my career, I've led creative teams, developed brands and campaigns, and translated business goals into work that is both visually strong and built to perform.

CORE PROFICIENCIES

Creative Direction · Brand Identity · Investment Presentations · Offering Memorandums · Data Visualization · Presentation Design · Design Systems · Visual Storytelling · Campaign Development · Digital & Print Design · Environmental Graphics · UX/UI · Motion Graphics · Team Mentoring · Creative Workflow Optimization

LANGUAGES: Russian (Fluent)

TOOLS & TECHNOLOGY: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) · Microsoft Office

PROFESSIONAL EXPERIENCE

Newmark, Dallas, TX **2019 to Present**

Creative Director | Senior Graphics Designer

Design and produce pitch books, offering memorandums, and marketing materials supporting multi-million-dollar investment transactions for clients including Welltower, Carlyle, Harrison Street, and Goldman Sachs. Manage design projects from inception to completion, ensuring successful delivery on time and within budget. Lead and mentor a team of designers, fostering a collaborative creative environment to drive brand consistency and design excellence company-wide. Partner with financial analysts to establish streamlined processes for transforming complex data into compelling visuals and digestible narratives through advanced data visualization. Facilitate brainstorming sessions with designers to spark innovative ideas and align creative outputs with strategic objectives. Plan and execute full marketing campaigns and visuals for global conferences and trade show booths in close collaboration with vendors.

Selected Accomplishments:

» Supported the design and marketing efforts of Newmark's #1-ranked Seniors Housing team for six consecutive years, creating investment presentations, offering memorandums, and marketing materials for high-value transactions.

» Developed scalable design systems and reusable templates that improved workflow efficiency and consistency across teams.

» Created brand training sessions and resource toolkits that helped teams apply visual standards consistently across projects.

» Developed visual identities and marketing campaigns for major industry conferences and trade shows in New York and Las Vegas, strengthening the team's market presence and supporting business development.

» Directed environmental graphics and large-scale spatial branding projects, including trade show installations and promotional materials.

The Five Star Institute - Magnolia Publishing, Dallas, TX **2013 to 2020**

Art Director

Led brand storytelling and visual design for national campaigns, translating marketing goals into impactful creative that drove 10% yearly increases in readership for Signature Kitchens & Baths and Pasadena Magazine. Managed cross-functional teams of copywriters and photographers on the East and West Coasts, fostering collaboration to produce high-impact content for national publications. Balanced multiple concurrent projects ranging from web design to brand identity to ensure timely delivery and consistent quality. Directed creative workflows, ensuring seamless coordination between internal stakeholders and external vendors to deliver cohesive advertising content tailored to diverse market sectors. Served as Art Director for the national publication Signature Kitchens & Baths and contributed as one of the Art Directors for Pasadena Magazine.

Selected Accomplishments:

» Increased readership year-over-year by developing visually compelling layouts and campaigns that enhanced audience engagement and advertiser interest.

» Elevated campaign results through cross-functional ideation sessions and deep analysis of brand positioning.

» Piloted end-to-end campaigns across digital and print platforms to optimize client visibility and lead conversion.

» Delivered creative assets for prestigious clients, such as Fort Worth Bass Hall, Pasadena Magazine, Hudson & Marshall Auctioneers, and regional tourism boards to support community and cultural initiatives.

» Devised cohesive layouts and visual strategies for editorial products, including magazines, city guides, and playbills to drive readership and advertiser interest.

Faith Christian School, Grapevine, TX **2008 to 2013 & 2016 to 2019**

Music Director | Marketing Specialist

Directed and mentored groups of over 200 student performers and professional musicians in full-scale theatrical productions, fostering teamwork, artistic growth, and performance confidence through hands-on leadership, resulting in yearly growth of the creative arts program and increased school enrollments. Developed marketing collateral, event branding, and digital content to boost school visibility and support enrollment growth. Advised the Director of Marketing on innovative strategies to create impactful campaigns, enhancing community engagement and institutional outreach. Collaborated with faculty and administrative leaders to align creative communications with institutional goals.

Selected Accomplishments:

» Directed and mentored groups of 200+ student performers and professional musicians for large-scale theatrical productions.

» Developed marketing campaigns, event branding, and digital content supporting enrollment and community engagement.

» Advised school leadership on creative communications and marketing strategy.

EDUCATION & CREDENTIALS

Master of Arts (MA) in Musical Performance and Conducting | Tchaikovsky Conservatory of Music, Moscow, Russia
Bachelor of Arts (BA) in Musical Performance | Penza College of Music, Penza, Russia

Professional Courses: Data Visualization Course, Southern Methodist University | Film Scoring Course, Berklee College of Music