

# Sasha Ichoonsigy

Art Director / Creative Manager

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## Experience

### **PUSHPRESS, 06/2022–11/2025**

**Art Director** — First in-house creative hire responsible for building brand and scaling creative across marketing, product, and sales in a high-growth fitness/gym management SaaS platform.

- Led the 2023 rebrand from concept to launch, establishing brand positioning, visual identity, and flexible design systems optimized for multi-channel marketing and rapid campaign execution across digital and physical touchpoints.
- Directed the website redesign end-to-end, partnering with Growth, Product, and Sales to refine messaging, information architecture, and conversion paths across key acquisition and demo booking flows.
- Owned creative for paid and owned marketing channels including landing pages, lifecycle campaigns, product launches, vertical expansions (martial arts, CrossFit partnerships), and performance-focused experimentation.
- Designed sales enablement materials including product one-pagers, pitch decks, case studies, and partnership collateral that helped Sales communicate value and close deals in competitive markets.
- Directed creative for large-scale live events including booth design, environmental graphics, promotional materials, and keynote presentations for industry conferences and partner activations.
- Built scalable Webflow CMS, digital asset management systems, and brand governance frameworks that enabled cross-functional teams to move faster while maintaining visual consistency and quality standards.
- Created content repurposing systems and social templates that maintained brand quality at scale, supporting high-velocity content production across multiple channels and audience segments.
- Established creative operations including intake, briefing, scoping, and quality control; managed contractors and vendors across digital, video, print, and environmental work.

### **XPLOR TECHNOLOGIES, 01/2021–06/2022**

**Creative Manager** — North American creative lead for 8+ fitness and wellbeing products, partnering with global teams to deliver consistent, performance-minded marketing and web experiences at scale.

- Owned creative execution across marketing and web, supporting demand generation, product marketing, and lifecycle initiatives across a multi-brand portfolio.
- Oversaw design and optimization of 8+ product websites and landing experiences, collaborating with Product and Marketing teams and managing developers, contractors, and agencies.
- Led the rollout of a global multi-brand rebrand, translating core standards into flexible templates and systems designed to support rapid campaign production and localized execution.
- Directed distributed designers and agency partners, streamlining approvals and improving speed, quality, and consistency across global marketing workflows.

### **HOUSTON ZOO, 06/2015–09/2020**

**Graphic Designer** — Produced creative across digital, print, and environmental channels for a top-visited U.S. zoo, supporting large-scale campaigns, exhibits, and capital initiatives.

- Led end-to-end execution for campaigns and exhibits, managing design, approvals, vendors, press checks, and installation across complex stakeholder groups.
- Key contributor to the 2018 organization-wide rebrand, supporting consistent rollout across physical spaces, marketing materials, and digital channels.
- Managed production budgets and external partners, coordinating copy, photography, fabrication, and installation to deliver work on time and on budget.

## Skills

### **BRAND & CREATIVE DESIGN**

Branding & Visual Identity, Art Direction, Design Systems, Creative Concepting & Vision, Performance Marketing Creative, Conversion-Focused Design, Landing Pages & Funnels, Lifecycle & Campaign Design, Experimentation Support, UX/UI Design

### **MULTI-MEDIUM EXECUTION**

Digital Design (Web, Social, Email), Video & Motion Graphics, Exhibition & Environmental Design (Signage, Booth Experiences), Print & Publication Design, Photography Art Direction, Physical Brand Activations

## **CREATIVE OPERATIONS & LEADERSHIP**

Creative Strategy, Brand Governance, Intake & Prioritization, Cross-functional Partnership, Stakeholder Engagement, Design System Development, Content Repurposing Systems, Vendor Management, Quality Control, Digital Asset Management

## **SOFTWARE & TOOLS**

**Expert:** Adobe Creative Cloud (Illustrator, InDesign, Photoshop), Figma, Webflow, Unbounce, Notion, Asana

**Proficient:** Hubspot, Microsoft Office Suite, Frontify, AI Tools (ChatGPT, Claude, Midjourney)

**Familiar:** HTML/CSS, GA4, MailChimp, Intercom, Zapier

## **PRODUCTION**

Print & Large-Format Production, Substrate Specification, Budgeting, Vendor Management, Press Checks & Quality Control

## **OFF THE PAGE**

Ukrainian, Fluent in Russian, Rescue Cat Foster, SCUBA Diver, Fiber Crafter, Camper & Hiker, Pilates Practitioner

## *Education*

### **UNIVERSITY OF HOUSTON**

BFA in Graphic Design

Minor Art History,

Magna Cum Laude, May 2015

## *Internships*

**Rice University, 2014–2015**

**Graphic Design Intern, College of Engineering**

**University of Houston, 2014**

**Graphic Design Intern, Honors College**