

Curriculum Vitae

Vytautas Šiugžda

Senior Graphic Designer — Brand Systems & Campaign Design

Senior graphic designer with SaaS, cybersecurity, and global B2B experience across brand systems, campaign design, digital, print, and marketing communications. Experienced in building scalable creative workflows, maintaining brand consistency, and translating complex business or technical goals into clear visual communication. Strong background in AI-assisted workflows, art direction, cross-functional collaboration, and high-volume campaign production.

Core Skills

Design: Art direction, brand systems, campaign design, visual storytelling, layout, typography, digital design, print design

Marketing: Cross-channel campaigns, product launches, event assets, acquisition design, A/B testing

Tools: Figma, InDesign, Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, MidJourney, Visual Electric, ChatGPT, Gemini

Collaboration: Stakeholder management, feedback loops, external vendor collaboration, cross-functional collaboration, design direction

Experience

Surfshark

Graphic Designer — Mobile & Paid Media

2023 Nov - 2026 Jan (2+ years)

- Created campaign visuals and scalable creative systems for ASO, PPC, affiliate, and cross-channel marketing in a cybersecurity SaaS environment.
- Translated marketing briefs and performance goals into brand-consistent visual directions, campaign systems, and high-quality design assets.
- Built repeatable Figma workflows, naming structures, and production systems for high-volume campaign production.
- Reduced production time for a 6,000-asset global affiliate campaign from approximately three weeks to one week through a structured Figma workflow.
- Developed AI-assisted workflows for ideation, art direction, realistic image generation, visual exploration, and brand consistency.
- Contributed visual directions that were adopted across acquisition channels and broader Surfshark campaign materials.
- Collaborated closely with marketing, brand, and art direction stakeholders to balance business goals, quality standards, and brand guidelines.

Convera

Graphic Designer

2022 Apr - 2023 Nov (1.5+ years)

- Supported the Western Union Business Solutions to Convera brand transition across digital, print, web, and internal communication touchpoints.
- Created brand-consistent campaign assets, presentation systems, templates, and design principles for a global B2B audience.
- Helped develop and apply corporate branding guidelines during a large-scale international rebrand.
- Contributed to visual language, sub-brand materials, live event branding, and digital-first marketing assets.
- Collaborated with marketing and brand stakeholders to improve consistency, accessibility, and quality across corporate design outputs.

Western Union Business Solutions

Graphic Designer

2021 Mar - 2022 Apr (1+ years)

- Designed digital and print marketing materials for the B2B branch of a globally recognized financial services brand.
- Created campaign assets, illustrations, iconography, data visualizations, presentations, and branded communication materials.
- Introduced motion graphics into the global marketing workflow, expanding the team’s creative output formats.

Vytautas Šiugžda Design

Graphic Designer

2019 - 2023 (4 years)

- Delivered branding, logo design, storefront visuals, advertising, newsletter design, web page design, and custom illustration for small business clients.
- Provided branding consultation and visual direction for small to medium businesses.
- Created logo concepts for client projects and design competitions, strengthening visual exploration and iteration skills.
- Managed client communication from brief clarification to final delivery.
- Prepared print-ready and digital assets across multiple formats.

Selected projects

- Surfshark Growth / ASO Redesign — mobile acquisition testing and creative direction
- Surfshark PPC Campaign System — multi-direction campaign exploration for paid media
- Surfshark Affiliate Production System — scalable workflow for a 6,000-asset global campaign
- Convera Rebrand — brand transition and visual system production

Education

Bachelor of Arts

Vytautas Magnus University

2014 - 2019

Graphic Design Certificate

Specto Ltd

2019 - 2020