

Vladimir Zhukovskiy

Creative Director | Brand Creative | Creative Strategy | Video + Motion Storytelling
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PROFILE

Creative Director with a decade at T-Mobile and a broad creative range across executive video, brand storytelling, social, digital display, OOH, motion graphics, PR, and integrated campaign work. Known for a sharp creative eye, clear audience thinking, and the ability to turn complex business, product, and technical stories into work that feels polished, understandable, and built for the channel. Hands-on creative leader with experience building teams, shaping creative systems, and moving from concept to toolkit to final delivery across high-visibility launches and executive-facing work.

CORE STRENGTHS

Creative direction, brand creative, art direction, creative strategy, audience strategy, executive storytelling, video production, motion graphics, social creative, digital display, out-of-home, campaign launches, brand systems, creative toolkits, sizzle reels, long-form storytelling, PR support, stakeholder presentations, team leadership, cross-functional collaboration, AI-assisted creative workflows.

PROFESSIONAL EXPERIENCE

T-Mobile - Sr. Manager, Creative Direction / Creative Director

July 2016-Present

Seattle, WA | Progression: Communications Manager -> Art Director -> Manager, Creative Direction -> Sr. Manager, Creative Direction

- Lead a team of Creative Directors producing high-visibility video work for T-Mobile executive leadership, including product launches, explainers, sizzles, keynotes, internal communications, and external-facing stories.
- Own creative direction across enterprise storytelling for T-Mobile for Business, Network, PR, and executive communications, shaping narrative, visual approach, edit structure, motion direction, and final delivery.
- Translate complex telecom, network, product, and business topics into audience-aware creative for senior leaders, employees, business customers, press moments, and public channels.
- Guide work from concept through production: mood boards, storyboards, scripts, creative briefs, edit direction, toolkits, and presentation-ready creative for senior stakeholder review.
- Helped define the visual style and build the creative toolkit for the Best Network campaign launch, creating a scalable system for campaign execution across teams and channels.
- Creative-directed and supported major launches and high-visibility moments, including Live Translation, MLB automated balls and strikes partnership work, Las Vegas Grand Prix, all-employee meeting openers, and Best Network campaign creative.
- Previously led digital display and Metro by T-Mobile brand creative; broader work spans static design, digital, billboards, motion graphics, video editing, sizzle reels, long-form storytelling, toolkit development, PR, and social media.

SELECTED PROJECT EXPERIENCE

T-Mobile for Business - Sports + Enterprise Social Storytelling

- Developed organic social and video storytelling around major sporting moments and enterprise use cases, including work tied to PGA, SailGP, MLB All-Star Week, and Formula 1 Las Vegas Grand Prix.
- Framed T-Mobile Advanced Network Solutions through real-world, high-density event stories, turning technical capability into customer-relevant business storytelling.
- Portfolio-reported campaigns delivered 35M+ combined impressions across LinkedIn, Twitter/X, Meta, and YouTube and beat KPIs by roughly 35%.

Selected Launches, Campaigns + Toolkits

- Best Network campaign launch: helped define the visual style and built out the creative toolkit for broad campaign use.
- Executive, product, and partnership storytelling: developed all-employee meeting sizzles and openers and supported Live Translation, MLB automated balls and strikes partnership work, and Las Vegas Grand Prix creative.

ADDITIONAL EXPERIENCE + ENTREPRENEURIAL WORK

Lviv Croissants - Franchise Owner / Operator

Oct. 2025-Present

- Started and operate a consumer-facing food franchise, overseeing brand execution, local marketing, customer experience, vendor coordination, staffing, and day-to-day business operations.

Independent Creative / Freelance DTC Brand Work

- Partner with emerging DTC brands on brand, content, social, motion, and campaign creative, including visual identity, product storytelling, paid/social assets, and post-production.
- Portfolio work includes Two Blind Brothers, Lettuce Grow, Ceria Brewing, and TUSOL Wellness across web, social, video, stills, motion graphics, email, and paid content.

YouTube Channel - Creator / Producer

- Run an independent YouTube channel, owning content strategy, scripting, filming, editing, packaging, publishing, and ongoing creative iteration.

Verizon - Marketing Coordinator, Local Marketing

- Supported local marketing initiatives, adapting brand and campaign priorities for regional audiences, retail channels, and market-specific business needs.

TOOLS

Adobe Creative Cloud, including Photoshop, Illustrator, Premiere Pro, After Effects, and related design/video tools; Figma; Claude; ChatGPT; AI-assisted concepting and workflow development.

EDUCATION

Central Washington University

B.S., Business Administration