

DARYA RAKITINE

ASSOCIATE CREATIVE DIRECTOR | ART DIRECTOR
EXPERIENTIAL & RETAIL DESIGN SPECIALIST



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SUMMARY

Associate Creative Director with 20+ years creating brand experiences that drive consumer behavior at the point of decision. Skilled at leading small creative teams, developing innovative concepts for physical spaces, and translating insights into tangible experiences that connect brands with people. Known for mentoring creative talent, innovative problem-solving within budget constraints, and building memorable moments where consumers make purchasing decisions.

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

- Vivian Greene

EXPERTISE

- Creative Direction & Ideation
- Shopper & Retail Experience Design
- Brand Activations
& Pop-Up Experiences
- Team Leadership & Mentorship
- Client Collaboration & Pitches
- Storytelling & Concept Development
- 3D Visualization

WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

The Central Group, Mississauga, Ontario, Canada | 2023 – Present

Led creative strategy for challenging brand projects and experiential activations, including project rescue and cultural moment campaigns. Managed client relationships from concept through execution, overseeing brainstorming sessions and high-stakes presentations. Mentored creative team members while developing innovative concepts for immersive brand experiences, pop-up activations, and retail environments.

SENIOR CONCEPTUAL & GRAPHIC DESIGNER

The Central Group, Mississauga, Ontario, Canada | 2012 – 2023

Created award-winning POP systems and retail campaigns rolled out across North America. Partnered with strategy and account teams to transform shopper insights into creative ideas. Developed photorealistic 3D renderings and concept sketches that elevated client presentations.

SKILLS

- 3Ds Max & Cinema 4D
- Adobe Creative suite
- Microsoft PowerPoint & Keynote
- Procreate
- Free Hand Drawing

WORK EXPERIENCE (CONTINUED)

SENIOR DESIGNER / ART DIRECTOR

Harding Display Corporation, Toronto, Ontario, Canada | 2004 – 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 | 2003 – 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 | 2002 – 2003

Designed various business IDs, cards, posters and brochures.

Prepared final print art for production

EDUCATION & RECOGNITION

LEADERSHIP SKILLS, ONTARIO MANAGEMENT DEVELOPMENT PROGRAM

Humber College, Toronto, Canada

3DS MAX MODELING AND ANIMATION CERTIFICATE

Humber College, Toronto, Canada

ADVANCED PACKAGE AND GRAPHIC DESIGN DIPLOMA WITH HONOURS

Humber College, Toronto, Canada

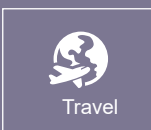
1st PLACE, SKETCH THE JUNCTION (2023)



HOBBIES



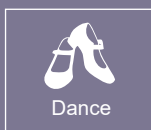
Painting



Travel



Urban
Sketching



Dance

REFERENCES

AVAILABLE UPON REQUEST