

Colin Dizengoff

Creative Director Visual/UX Designer



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I've spent my career both in Asia and here in the U.S., leading creative teams and building visual systems, moving between big tech such as Google and leading global advertising agencies. My work sits in the middle of high-level brand strategy and the actual, gritty details of product execution. I'm focused on how AI tools can make creative workflows better, not just faster. Between building out enterprise design systems at Google and fostering creative strategies for global brands, I've gotten good at taking weird technical constraints and turning them into experiences that succeed.

SKILLS

Software & Tools

UX / UI Design & Prototyping:

Figma, FigJam, Framer, ProtoPie, Adobe XD, Invision

Creative Direction & Visual Design:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign), After Effects, Premiere, Google Web Designer, Camtasia

Generative AI:

Midjourney, Runway, ChatGPT, Claude, Gemini, Firefly

Design Ops & Workflow:

Jira, Asana, Miro, Mural, Notion, Zeplin

Research & Analytics:

Maze, Hotjar, Google Analytics, Mixpanel

Productivity Suites:

MS Office, Google Workspace

Strengths

Design:

Creative Direction, Visual Concepting, Strategic Thinking, Storytelling, Speed, Agile,

Management:

Interpersonal Leadership, Time Management, Guidance, Project Ownership, Communication

AWARDS

Cleo Award - 2024 (Short List), 2014 (Bronze)

PM360 - 2021 (Silver), 2016 (Silver)

Print Magazine - 2010 (Silver)

Art Directors Club - 2009 (Merit)

Pentawards - 2007 (Gold)

Yamaha GD Award - 2002 (Hon. Mention)

EDUCATION

Fashion Institute of Technology (1998-2002)

- Graduated 2002 with a BFA degree in Graphic Design
- Associate degree awarded in 2000 in Communication Arts

Pentagram Design Program (2002)

A special design class offered at the Pentagram Design Firm, instructed by Su Mathews, with special instruction by Paula Scher and Michael Bierut. Turned into a short-term internship assisting with several branding projects.

General Assembly (2014)

UX design course instructed by Gunther Chanage.

References available upon request

EXPERIENCE

Creative Director - Merkley + Partners

New York (1/2026-Present)

- **Have driven a 4% and 7% increase in brand equity** for Ojemda (Servier) and Calquence (AstraZeneca), respectively, while leading multi-channel digital, TV, print, and social campaigns for a **business portfolio worth \$18M**.
- **Manage a team of 10 designers, copywriters, and production support.** I focus on keeping the bar for craft high while making sure we stay on track with strategy and timing.
- **Work directly with the executive client team** to pitch and defend visual strategies and new brand activations.
- **Led new business wins amounting to a revenue increase of \$6M**, while providing guidance and direction for multiple teams throughout the creative pitch process.

VP, Associate Creative Director - FCB New York

New York (7/2020-12/2025)

- Ran the creative vision for global healthcare campaigns (Genentech, Novartis), with **\$21M in combined annual budget**, making sure our brand equity stayed high and that every piece of the puzzle—from TV spots to digital banners—was both visually tight and on-brand.
- Worked on a special team that was tasked with overhauling how our team, and the agency as a whole, handles projects by building in new automated tools which were able to **reduce start-to-finish execution time by nearly 30%**.
- Heavily involved in new business, owning the narrative decks and visual strategy that helped us secure several high-value accounts **totalling \$18M in new business**.
- **Directly managed and mentored a multi-disciplinary team of 5 art directors**, focused on raising the bar for our creative output while helping my team hit their long-term career goals.

Freelance UX / Visual Website Designer - Pixacore/Invenio Digital

New York (4/2019-7/2020)

- **Teamed up with agency leads** to rethink the digital shopping experience for The Children's Place, focusing on making the journey simpler for busy parents.
- Worked on the UI and UX, which **reduced cart abandonment by 6%** and increased mobile app engagement by 11% per session.
- **Worked with the strategy and dev teams** to make sure designs were technically sound and **led the asset handoff process** to ensure everything lined up perfectly with our design system.

Contracted UX / Visual Designer - Google

New York / Seattle (8/2017-4/2019)

- **Co-created 8 high-fidelity (Hi-Fi) ad formats** for the DV360 platform, and led the design and launch of new interactive ad standards.
- **Led a large-scale design initiative** which resulted in as much as a **17% increase in format adoption** for ad usage across all Google enterprise products.
- **Worked with Project Managers and the Engineering teams** to create intuitive UIs and scalable component libraries for DV360.
- **Streamlined complex workflows** on internal and external tools, particularly Ad Format Builder and library components.

Previous Roles

Associate CD

Grey New York
New York
(2/2016-8/2017)

Freelance AD

Concentric
New York
(2/2015-2/2016)

Art Supervisor

Cult 360
New York
(10/2013-1/2015)

Design Director

Lelo iAB
Shanghai
(7/2010-10/2013)

Design Comdr.

MINT Global
Shanghai
(5/2007-7/2010)

"Thank you Colin for all your help and creativity designing our offsite program support materials. Looking forward to working with you again."

- Suresh Kumar
Frm. VP & GM, Display Ads at Google

