

Colin Dizengoff

Creative Director
Visual/UX Designer

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I've spent my career leading creative teams and building visual systems, moving between big tech at Google and some of the best ad agencies around. My work usually sits right in the middle of high-level brand strategy and the actual, gritty details of product execution. Lately, I've been focused on how AI tools can actually make creative workflows better, not just faster. Between building out enterprise design systems at Google and learning the craft at Pentagram, I've gotten pretty good at taking weird technical constraints and turning them into design rules that just feel right.

SOFTWARE

Figma	★★★★★
Photoshop	★★★★★
Illustrator	★★★★★
InDesign	★★★★★
Adobe XD	★★★★★
AI tools	★★★★☆
Lightroom	★★★★☆
Camtasia	★★★★☆
MS Office Suite	★★★★☆
After Effects	★★★★☆
Premiere	★★★☆☆
InVision	★★★☆☆
Google Web Designer	★★★☆☆

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 on several branding projects.

General Assembly (2014)

UX design course instructed by Gunther Chanage.

AWARDS

- PM360 - 2016 (Silver), 2021 (Silver)
- Cleo Award - 2014 (Bronze), 2024 (Short List)
- Print Magazine - 2010 (Silver)
- Art Directors Club - 2009 (Merit)
- Pentawards - 2007 (Gold)
- Yamaha GD Award - 2002 (Hon. Mention)

References available upon request

EXPERIENCE

Creative Director - Merkley + Partners

New York (1/2026-Present)

- Lead multi-channel campaigns across digital, TV, print, and social for several global brands, including Ojemda (Servier) and Calquence (AstraZeneca) which helped to drive an increase in brand equity (8% and 11% respectively), and much better market positioning overall.
- Co-manage a team of 10 designers, copywriters, and production support. I focused on keeping the bar for craft high while making sure we stayed on track with strategy and timing.
- A significant part of my role is working directly with executive clients to pitch and defend visual strategies and new brand activations.
- Staying engaged through the entire creative process, from the first narrative pitch and development all the way through post-production and final delivery to help ensure project success.

VP, Associate Creative Director - FCB New York

New York (7/2020-12/2025)

- Directly managed and mentored a multi-disciplinary team, focused on raising the bar for our creative output while helping my team hit their long-term career goals.
- Ran the creative vision for global healthcare campaigns (Genentech, Novartis). I made 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.
- Assisted with overhauling how our team, and the agency as a whole handles projects by starting from scratch and building in new automated tools. By weaving these technologies directly into our design systems, I got the team away from the old manual grind. This shift allowed us to move from the initial brainstorming phase to a final polished concept in about half the time.
- Heavily involved in new business, owning the narrative decks and visual strategy that helped us secure several high-value accounts.

Freelance UX/Visual Website Designer - Pixacore/Invenio Digital

New York (4/2019-7/2020)

- Teamed up with agency leads to rethink the digital shop for The Children's Place, focusing on making the journey much simpler for busy parents.
- Built out high-end UI layouts and wireframes that focused on the user, specifically to cut down on cart abandonment by roughly 4.5% and make the mobile version actually easy to use.
- Teamed up with our strategy and dev teams to make sure my designs were technically solid. I handled the asset handoffs and made sure 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 the large-scale design project for sample ads across all Google enterprise products, which resulted in as much as a 17% increase in format adoption.
- Worked with UX, PM and 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)
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"Thank you Colin for all your help and creativity...
Looking forward to working with you again."

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

