

Zhenia Vasiliev

Creative lead, information designer and PMP-certified project manager.

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Skills

AI and Automation: agentic pipeline development (Claude API, Claude Code), multimodal AI evaluation, LLM-driven design and content production systems, automated CI workflows (GitHub Actions), prompt engineering (Claude, ChatGPT, Gemini, Copilot). **Design and Presentation:** data visualisation, visual storytelling, typography, high-impact presentation decks and reports (PowerPoint, Keynote, Google Slides), brand identity systems, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Canva. **Project Management:** PMP certified, Agile/Scrum, Jira, Confluence, Asana.

Work history

PILOT INSTITUTE • LONDON, UK (REMOTE)

2023 – PRESENT

Creative Lead, Marketing

- Architected an AI-driven design automation pipeline (Asana > Claude API > Adobe Illustrator > Dropbox), replacing a 30-step manual thumbnail production workflow with end-to-end programmatic asset delivery.
- Built a full-stack YouTube production platform (Python/FastAPI) with Claude API for AI-assisted scriptwriting, automated retention analytics, competitor analysis, and brief generation across a 32-step checklist.
- Developed a Claude-compatible design system with auto-syncing colour palettes (Google Sheets > GitHub Actions > Adobe ASE), 300+ SVG icons, and cross-team component specs deployed via GitHub Pages.
- Created a multimodal AI evaluation tool using Claude's vision API to score design drafts against evidence-based CTR criteria, with iterative critique-and-revision loops feeding back into production.
- Built an end-to-end meeting automation pipeline: local Whisper transcription with speaker diarization, Claude API formatting, and automated Confluence publishing — cutting documentation time by 90%.
- Developed the brand style for social media, contributing to audience growth from 314K to 600K+ followers, 4M+ monthly organic reach, and a 73% reduction in cost per lead over 12 months.
- Created the course slide design system with 20+ named layout templates, a quality control framework, and a layout grid specification, standardising the visual language across 8+ training segments.

Digital Production Lead / Product Owner

- Spearheaded the new Digital Production Team, hiring designers and developers and sourcing external contractors, which increased production velocity by 75% over 12 months.
- Produced a new Elastic Search feature with advanced search filters and platform architecture upgrades, improving search usability by 75% and boosting user engagement by 25% within 12 months.
- Pioneered Agile/Scrum, DevOps, CI/CD, technical documentation, MVP workflows, and regular bug triaging, achieving 80% annual liquidation of technical debt in just 2 months.
- Directed a migration to AWS with DevOps management, enhancing website availability and developer experience by 50% in 2 months.
- Implemented a full platform UX redesign, growing the audience from 2 to 7 million users between 2017 and 2022.
- Optimised AWS infrastructure setup, cutting technical service fees by 65% within 1 month.
- Led the migration of company data storage to Google Drive, reducing service costs by 75%, saving £10K in hardware purchases, and increasing file storage availability by 80% over 6 months.
- Delivered the Calvert Journal Online Film Festival, integrating the film platform, ticketing, and landing pages, screening 35 films with 100K global views over 9 months.

Information Designer

- Launched 40+ design projects for global brands like Google, Forbes and the United Nations, directly contributing to a 10% increase in divisional sales, exceeding quarterly targets.

Information Designer

- Achieved *Information is Beautiful* Award for information design.
- Designed 10+ self-initiated data visualisation projects, leading to features in *The Guardian*, *The Slate*, *FastCo:Design* and 'Understanding the World: The Atlas of Infographics' by *Taschen*.
- Authored infographics for 20+ clients, resulting in recognition as the team's go-to expert for visual storytelling.

RIA Novosti, TimeOut, Grazia

- **RIA Novosti, Art Director:** Developed a fresh, recognizable visual identity for The Moscow News, significantly boosting the publication's advertising revenue by 30%.
- **TimeOut, Editorial Designer:** Participated in launching a new lifestyle supplement, helping increase advertising contributions by 10% for the parent company.
- **Grazia, Editorial Designer:** Contributed to the launch and maintenance the Russian edition of the bi-weekly fashion magazine, achieving a 5% revenue uplift for the parent brand through advertising.

Certifications and memberships

ACTIVE

EXPIRES 01/04/2028

Project Manager Professional (PMP) Certification

2021 – CURRENT

Higher Education Academy. London, UK. Fellow

Education

GOLDSMITHS UNIVERSITY, LONDON, UK

2018 – 2023

PhD Cultural Studies

DUTCH ART INSTITUTE, ARTEZ, ARNHEM, NL

2015 – 2017

MA Art Praxis

KINGSTON UNIVERSITY, LONDON, UK

2009 – 2010

MA Communication Design

ST. PETERSBURG STATE UNIVERSITY, ST. PETERSBURG, RU

1997 – 2002

BA Journalism

Publications and Presentations

CONFERENCE TALK

2025

Making Things Legible: the Evolving Role of Illustration as Infrastructure

Apparatus: The Role of Technology in Illustration - 15th International Research Symposium. Koç University, Istanbul

CONFERENCE TALK

2024

Creating Inefficient Infrastructures

Figure It Out: The Art of Living Through System Failure Symposium, Malta Society of Arts

NON-REFEREED PUBLICATIONS

2020 - 23

Art.Culture.Digital (27 pieces)

→ [link](#)

NON-REFEREED PUBLICATION

2023

Vasiliev, Zhenia. 'A software antiproduction principle '. Medium

→ [link](#)

CONFERENCE TALK

2023

Toward Queer Software Performativity

The Joint Goldsmiths, University of London / L'Orientale Graduate Conference in Media and Cultural Studies

PAPER

2021

Learning from Russia's hi-tech Soviet heritage. Review: From Russia with Code.

Computational Culture Journal #8 (July

SERIES OF WORKSHOPS

2020

Reading Marx's Capital: a public conversation.

MayDay Rooms, London

CONFERENCE TALK

2019

Telework and Social Reproduction: Towards the Definition of Subjects in Digital Working Class

16th Annual Historical Materialism Conference, London. Artificial Intelligence and Digital Work panel:

The Ideology of the Workplace: Real Software Abstraction in Remote Gig Economy

Ambika P3, London. Hyphen — An Exposition Between Art and Research. CREAM/CAMRI Caucus

The ideology of the workplace: real software abstraction in remote gig economy

University of Westminster PhD symposium, London

The Griefers of Bandung. Publishing Class Dutch Art Institute Publications. Arnhem, The Netherlands. Curated by Sarah Pierce and Tirdad Zolghadr

Cyborg Politics: Notes for a Lexicon.

Open! Platform for Art, Culture and the Public Domain, 2016 ([Link](#))

Consumer' and 'Desiring Machine.

Between and Beyond A Posthuman Bestiary. Open! Platform for Art, Culture and the Public Domain