

Roman Korkin

Senior Brand & Marketing Designer

Remote (US & Europe) / rkorkin@gmail.com / linkedin.com/in/korkin / romankorkin.com

SUMMARY

Senior Brand & Marketing Designer with 15+ years of experience in B2B SaaS, AI, and MedTech. Specializing in sales enablement, campaign design, and product storytelling — helping teams translate complex products into clear, high-impact visual communication. Experienced in long-term collaboration with marketing and product teams, from early-stage brand building to enterprise-scale systems, and integrating AI-assisted workflows to accelerate design and content production.

EXPERIENCE

Thoughtful AI

2025–2026

Lead Brand & Marketing Designer

AI-powered revenue cycle automation platform for healthcare (acquired).

- Led brand and marketing design during a high-growth phase leading to acquisition
- Built and evolved the visual identity and marketing system, transforming initial brand foundations into a cohesive, scalable framework
- Created pitch decks, campaign assets, and product marketing materials used across marketing and sales
- Translated complex AI and automation workflows into clear visual communication for non-technical audiences
- Produced landing page visuals and motion assets supporting campaigns and demand generation
- Partnered closely with marketing, product, and leadership teams to align design with go-to-market initiatives

Greenlight Guru

2017–2024

Senior Brand & Marketing Designer

B2B SaaS platform for medical device companies.

- Played a key role in evolving the brand over 7+ years, scaling it from early-stage identity into a mature, enterprise-ready system
- Established and maintained a cohesive visual language across product, marketing, and sales
- Designed investor and sales presentations, marketing campaigns, whitepapers, and product visuals supporting company growth
- Delivered assets used across marketing and sales teams, improving clarity and consistency of product communication
- Led design for trade show booths, conference materials, and large-format event graphics across industry events
- Worked closely with product managers, marketers, and leadership on cross-functional initiatives

Brand & Marketing Designer

Long-term design partnerships with B2B SaaS, AI, and technology companies.

- Delivered end-to-end brand and marketing design across campaigns, sales materials, and digital products
- Created pitch decks, marketing assets, landing pages, and product visuals for international clients
- Specialized in translating complex technical concepts into clear, structured visual communication
- Built long-term client relationships, often expanding initial projects into multi-year collaborations
- Maintained a 100% client satisfaction rate across 180+ projects with international B2B clients

EXPERTISE

Brand & Visual Identity — building and evolving scalable design systems

Sales Enablement — pitch decks, presentations, one-pagers, sales materials

Marketing Campaign Design — digital campaigns, product launches, growth assets

Product Storytelling — diagrams, visuals, and communication for complex products

Web & Landing Pages — marketing websites and conversion-focused pages

Motion Design — animations, product explainers, short-form video

Event & Conference Design — trade show booths, banners, large-format visuals

AI-assisted Design Workflows — accelerating ideation, content production, and visual development

Tools: Figma · Adobe Creative Suite · After Effects · Video Editing

EDUCATION

Bachelor's Degree in Applied Informatics in Design

Saint Petersburg State University of Culture and Arts / 2006–2011