

PENO MISHOYAN

CREATIVE DIRECTOR & CO-FOUNDER

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PROFILE

Creative director and co-founder with 15+ years of experience across London and Yerevan. Leads brand identity, editorial and data-visualisation systems, packaging, technical artworking and print production for international institutions, cultural organisations and craft beverage brands. Combines strategic concept development with production-grade rigour, ensuring ambitious ideas remain clear, consistent and executable across languages, formats and markets.

CORE EXPERTISE

Creative Direction & Brand Strategy	Editorial Design & Data Visualisation	Packaging & Label Architecture	Technical Artworking & Prepress
Multilingual Typography	Design Systems & Creative Operations	Team Leadership & Mentoring	AI-Assisted Prototyping & Workflow Design

PROFESSIONAL EXPERIENCE

Creative Director & Co-Founder | Proper Studios / Kaizen Dale Ltd

Yerevan & London | Apr 2016 - Present

Direct a cross-market creative consultancy specialising in strategic identity, institutional reporting, data visualisation, packaging and production. Responsible for creative strategy, client leadership, team direction and the technical standards required to deliver complex work reliably.

- Directed 1,000+ projects for international and local clients, including Natural England, the United Nations, UNDP, OSCE and the American University of Armenia.
- Lead editorial design and data-visualisation strategy for high-stakes reports, translating dense evidence and policy content into accessible, high-legibility publications, infographics and digital assets.
- Direct end-to-end artworking and print-production workflows for institutional reports, cultural heritage books and multilingual publications, including prepress, colour, specifications, accessibility and supplier coordination.
- Develop scalable design systems that preserve editorial consistency and brand integrity across annual reports, executive summaries, presentations, social assets and multi-format campaigns.
- Lead packaging architecture and label design for wine and spirits brands, developing shelf-ready identities, technical sheets, product storytelling and production files for competitive UK, US and regional markets.
- Build internal creative operating systems and custom prototyping tools, including BottleMock and creative-ai-node workflows, to protect design intent through feedback, iteration and multi-platform scaling.
- Led and mentored teams of 6-10 designers, balancing creative freedom with the technical discipline required for institutional, regulatory-sensitive and print-critical output.
- Built long-term client relationships and retainers through dependable delivery, clear creative rationale and close collaboration with decision-makers, technical teams and production partners.

Design Consultant (Project-based Contract) | OSCE

May 2014 - Present

- Design visual identities, policy publications, reports, factsheets, infographics and presentations across programmes including freedom of expression, media safety and public-information initiatives.
- Translate complex institutional mandates into culturally aware, accessible visual systems suitable for multilingual and international distribution.

Design Specialist (contract) | UNDP Armenia

Mar 2016 - Present

- Developed campaign identities, annual-report systems, infographics, presentations and event communications supporting sustainability, green energy and development programmes.
- Helped deliver three major public-facing festival campaigns that generated 45+ media mentions and approximately 70,000 social-media reach per campaign.

EARLIER EXPERIENCE

Co-Founder | Jarakite Creative Partners

Yerevan, Armenia | Feb 2014 - Nov 2015

- Co-developed and managed a boutique creative agency delivering integrated branding, editorial and multimedia solutions for cultural and commercial clients.

Senior Graphic Designer | Stro'berry Advertising

Beirut, Lebanon | Jul 2012 - Dec 2013

- Directed branding and campaign design for high-end MENA clients, mentored junior designers and managed print-production resources from concept through final delivery.

SELECTED PROJECT IMPACT

Natural England - State of Natural Capital: Creative direction, editorial design, information architecture, dashboards, infographics, accessible digital publication and launch materials for a major evidence-led report.

UN Armenia Annual Results Report: Led the design of the 2022–2025 reports, recognised by the UN Development Coordination Office in 2023 for Best Use of UN INFO in Europe and Central Asia.

Institutional Publishing: Long-term design support for UN, UNDP, OSCE, EU-linked and education-sector organisations, with a focus on multilingual, accessible and production-ready outputs.

Wine and spirits: Brand strategy, packaging architecture and production systems for established and emerging Armenian beverage portfolios, including multi-SKU label suites, technical adaptations and international-market positioning.

EDUCATION

SAE Institute

Digital Video Production, 2004

Arshile Gorky Art Academy

Fine Arts Certificate, 2000

Karen Jeppe Armenian College

1999

TOOLS & TECHNICAL CAPABILITIES

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Premiere Pro and Acrobat; advanced editorial production, prepress, colour management, accessible PDFs and multilingual typesetting.

Design and production: Brand systems, packaging production, data visualisation, 3D and mock-up workflows, Spline, 3ds Max, Microsoft 365, presentation design and supplier liaison.

Emerging workflows: AI-assisted research, image development, rapid prototyping, custom creative tools and graph/node-based production workflows.

LANGUAGES

Armenian - Native **English** - Fluent **Arabic** - Fluent