Daria Lapchynska

Brand Designer & Art Director

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Portfolio: lapchynska.studio

Summary

Brand designer and art director with nine years in marketing and design. I build brand systems that hold up in real places: 35 hotels at citizenM, a new collection every week at Zipster, and now 30 Leonardo hotels in the Benelux. I run projects from the idea to print, shoot or paid social, and I measure them: content I produced at Zipster brought in €854K+ in tracked revenue in 90 days.

Experience

Brand Manager, Leonardo Hotels Benelux, Amsterdam

Oct 2026 – Present

- Leading the creation of a new identity for Leonardo Hotels and its two sub-brands, Leonardo Royal and Leonardo Boutique: directing an agency, a freelance designer and an in-house designer, and rolling it out across every format in all 30 Benelux hotels.
- Redesigning the collateral for all 30 hotels.
- Building the storytelling and branding for each Amsterdam hotel to promote them one by one.

Content Lead, Zipster, Amsterdam

Dec 2025 – Jul 2026

- Owned all content across the website, social media, paid ads, email and UGC creator partnerships, and art directed a new collection every week, from casting to retouch.
- Produced content that generated €854K+ in tracked revenue over 90 days across paid social and search.
- Led the Breastfeeding CBO campaign, Zipster's top performer: €229K revenue at 3.86 ROAS with no creative fatigue.
- Directed the Maya the Bee collection imagery: €26K revenue at 5.01 ROAS.
- Directed UGC-style product videos that outperformed standard product videos by 15–40%.
- Chose real Zipster families over models for licensed campaigns (William Morris Society, The World of Peter Rabbit) and got every shot approved by licensors, from Miffy to The Very Hungry Caterpillar.
- Hired and managed a junior designer.
- Briefed the email and paid social agencies.

Senior Creative Brand Designer, citizenM, Amsterdam

Sep 2023 – Sep 2025

- Kept one brand consistent across 35 hotels worldwide: brand guidelines, toolkits, opening packages, signage planned with architects, and all hotel print.
- Art directed the whole opening party for Boston Back Bay, the largest citizenM hotel at the time (399 rooms): concept, invitations and every guest touchpoint in one week.
- Turned a brief from the hotels team into an IKEA-style manual for the irons, illustrated by hand. Since 2025 it hangs in every citizenM hotel.
- Art directed the new creative direction of Pillow Talk, the in-house magazine for colleagues in 35 hotels, and designed it.
- Worked with the agencies KesselsKramer and Colourcake.

Social Media Designer, Mate academy, Remote

Dec 2022 – Jun 2023

- Built the content design strategy that reached 14M+ impressions in its first quarter.
- Grew followers by 17%, post interactions by 42% and profile activity by 59%.
- Raised click-through rate by 47.9% by reworking content around the social metrics.
- Launched Reels with 20 videos, growing Reels interactions by 409%.
- Wrote the social media brandbook; hired and managed a designer.

Earlier experience

2017 – 2023

- Social Media Specialist & Visual Designer, Beetroot Academy · Jun 2020 – Jan 2023
- Art Director, Clever Films · Oct 2019 – Feb 2020
- Creative Copywriter, Vector PR · Feb 2019 – May 2019
- Social Media & Marketing Coordinator, Coworking Platforma · Jan 2018 – Sep 2018
- Creative Copywriter, UTC Films · 2017 – Jan 2018

Selected work

Case studies: lapchynska.studio/work

- Adyen Experience: visual identity concept (test assignment)
- citizenM Boston Back Bay: opening party identity
- citizenM Iron Manual: hand-illustrated manual in every citizenM hotel
- citizenM Pillow Talk: in-house magazine
- citizenM print: brand print, signage and amenities across 35 hotels
- Zipster × William Morris Society: campaign art direction
- Zipster × The World of Peter Rabbit: campaign art direction

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Education

Art Direction for Brand Communication, D&AD, 2024

Illustration, Projector Institute, 2022

UI/UX Design, Beetroot Academy, 2020

Graphic Design, Projector Institute, 2019

Competencies

- Brand identity
- Brand guidelines and toolkits
- Art direction
- Campaign concepts
- Photo and video shoot production
- Editorial and print design
- Packaging
- Signage and wayfinding
- Social media and paid social creative
- UGC creative direction
- Motion design
- Agency briefing
- Licensing approvals
- Team management

Tools

Design: Adobe Photoshop, Illustrator, InDesign, Figma, Procreate

Motion and video: Adobe Premiere Pro, After Effects

AI: Generative AI tools, Claude Code

Languages

English (fluent) · Ukrainian (native) · Dutch (A2)