

IULIA IVANOVA

Creative Director

Based in Málaga

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WORK EXPERIENCE

09.2019 -
present

Creative Director
CLARK Germany GmbH

- I built the successful Design team from scratch, currently leading 2 sub-teams: Motion Design team & Graphic Design Team, 7 people in total.
- Lead the creation of all creative campaigns.
- Ensure further brand development from visual and strategic perspectives.
- Close cross teams collaboration with Product Design team (e.g. Creating design system).
- Design direction and management of the design team: resources and projects management; supervision over upcoming and ongoing projects/OKRs; feedback and etc.
- Team happiness: 1on1 social and happiness check; individual career growth and development; mentoring; internal education.
- Design team performance report to management; design team growth and plans; new hires.

06.2016 -
08.2019

Senior Graphic Designer
Spotcap Global

- Design and produce marketing assets (print and digital) for 6 different markets (Germany, UK, Netherland, Spain, Australia and New Zealand).
- Work closely with the marketing team to develop marketing performance campaigns.

WORK EXPERIENCE

- Design cohesive and responsive visual web assets to support marketing campaigns.
- Create wireframes and prototypes, analyse UX, and design new sections on the Spotcap's websites as well as creating new experiences and landing page concepts.
- Lead the design process from conception to completion.
- Manage junior designers & interns, responsible for assigning tasks, overseeing and coaching on creative process, and ensuring on-time and on-budget delivery of projects.
- Manage cooperation with all outside print and fulfillment vendors.

04.2015 -
10.2015

Graphic Designer
Mastertex Ltd

- Design and produce the communication assets (print and digital) for all departments.
- Develop concepts, graphics and layouts for digital assets, advertisement, packaging, POS materials, catalogues and presentations.

02.2014 -
01.2015

Graphic Designer
NLF Ltd

- In-house designer responsible for supporting and developing 4 brands.
- Design and produce marketing assets for all brands (incl. digital and print advertisement, packaging, POS materials, catalogues, stands design).

EDUCATION

- 2022 **Creative Leadership**
Future London Academy
- 2013 **Graphic Design**
International Design School,
St. Petersburg
- 2011 **Computer Science, Master degree**
Saint Petersburg State Electrotechnical
University "LETI", Saint Petersburg
- 2009 **Computer Science, Bachelor degree**
Saint Petersburg State Electrotechnical
University "LETI", Saint Petersburg

SKILLS

Adobe Creative Cloud (Illustrator, Photoshop, Indesign, After Effects), Figma, Sketch, Cinema 4D (basic knowledge), HTML, CSS, Jira.

Creativity, strategy, art direction, branding, marketing, UI/UX, project management, team leadership.

LANGUAGES

English - fluent, **German** - intermediate, **Spanish** - pre-intermediate, **Russian** - native.