

Creative Director

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Brief

My career started 15 years ago.

I was a developer, ui/ux designer, motion designer, art director, design manager, creative director, digital producer, client.

I participated in hundreds of advertising campaigns for well-known brands with global agencies, like TBWA, BBDO, Leo Burnett, Condé Nast, and Google.

I earned two Ad Awards from Google.

Now I'm looking for a team to join them in building something enthralling.

I worked remotely and visited offices, so I consider relocation or remote positions.

Education

I graduated as a software engineer, working as one while studying. Math was my strongest subject, with arts following me all the way.

I won't highlight the University, since I believe most of my skills are from real-world work.

I'm hugely an autodidact, I keep studying on a daily basis, with no plans to stop whatsoever.

Skills

Communicable and curious person, who can lead when it's necessary.

Professional in the disciplines of animation, design, copywriting, typography.

Professional with this software

Adobe Creative Suite (Ps, Ai, Ae, An, Pr), Figma, Sketch, Slack, Trello, Git, macOS and Linux systems with their terminals.

Familiar with this 3D Software

Blender, Cinema 4D, 3Ds Max. And their renderers Redshift, Octane, V-Ray, Mental Ray, Corona; Unity, Godot.

Understand computer languages

C++, JavaScript, Swift.

Understand human languages

English, Ukrainian, Belarusian, Russian.

Work Experience

In chronological order. References are provided upon request.

Years 2007 — 2011, How I Started

¹ Quality Assurance Intern

from Feb 2007 to Apr 2007 at

Transition, Minsk, Belarus

At university, I studied what quality assurance of software is, i.e. beta-testing, and joined the company to become an intern.

What I Learned

I learned how to report and explain bugs to developers, so the devs could reproduce them.

Why I Moved →

It was an interesting experience, but quite challenging for my nerves, as dealing with an endless stream of buggy software wasn't easy. After I got my grain — spoon! — of salt as a QA, I did my best to switch to a dev job in the same company.

² Software Engineer Jr.

from Apr 2007 to Dec 2008 at

Transition, Minsk, Belarus

I was doing a very basic C++ job. We did software for desktop OSes.

What I Learned

This position allowed me to delve into operating systems, such as various Linux distributions, FreeBSD, macOS and Windows. I was introduced to Linux and then macOS, which made a dent in my career back then.

Why I Moved →

I enjoyed designing software myself, so I thought I'd like to become a designer, maybe. I bought my first — matte black! — MacBook and felt like 'I'm a designer now!' So I jumped into my next opportunity, as a designer.

³ Design Intern, UI/UX

from Jan 2009 to May 2009 at

Sophos, Remotely

I participated in designing an internal website service. It was very challenging for my skills, also pre-Sketch/Figma time, wild years.

What I Learned

I learned Photoshop massively, and the very basics of UI/UX design.

Why I Moved →

I realized UI/UX was quite difficult for me at the time, so after almost half a year I made a difficult decision to go work for another company, where I had connections and was offered more suitable projects for my skills.

⁴ Motion Designer Jr.

from May 2009 to Apr 2010 at

Intelligent Solutions of Scandinavia, Remotely and Stockholm, Sweden

I worked with motion graphics, using js frameworks (jquery, greensock, etc.). It was a mix of developer and motion designer positions with focus on visual aesthetics first.

What I Learned

I learned this beautiful Scandinavian aesthetics, which made a huge mark on my personality and world-view, no less.

Why I Moved →

At some point, there were no tasks I'd found challenging, so I started looking for a bigger company. I didn't want to leave Jens and Johan, we were like a family, but I had to.

⁵ Motion Designer

from Apr 2010 to Apr 2011 at

Arttox Media, Minsk, Belarus and Remotely

I joined a big company with a medium-sized design team of 10.

What I Learned

I learned to attend very long meetings with other designers and management on shared tasks. I learned Adobe Flash massively (which later transformed into Adobe Animate) and After Effects.

Why I Moved →

Being very competitive and having interesting projects, the company provided very little compensation and comfort for their design team. I was bought by another company, which had even better projects and much better compensation, on par with the relocation package. I moved to Moscow, Russia, which felt liberal at the time. Big city life!

I helped the company to finish the long-term projects I participated in, which led me to work for the company for 5 months more, mostly remotely, visiting head office periodically.

Years 2011 — 2015, Advertising Agencies

6 Motion Designer Sr.

from Nov 2010 to Dec 2013 at

Red Keds, Moscow, Russia :

I relocated to Moscow, to follow my dream of working in Big Serious Advertising! I jumped into an extremely interesting, captivating world of advertising. It was the '99 Francs' movie by Frédéric Beigbeder that went live.

What I Learned

I learned what it is to manage a professional life while living in a huge city (population of 20M, unofficial numbers). I learned how to cope with the stress of being involved in a big number of projects simultaneously. Some 3D packages for producing ads on TV.

Why I Moved →

Due to some changes in the top management, many of my workmates left to work for another company, TBWA. The very same team spread there with others working for some other companies. I realised that the company is its people, not its name, nor its office nor its clients.

7 Motion Designer Lead

from Dec 2012 to Jun 2015 at

TBWA, Moscow and Remotely

I led a team of designers and developers. We did an entire production cycle of advertisements. Banners, videos, 3D, ads for iPad, every type of ads, big and small.

What I Learned

I learned that when I lead others, my strong sides are multiplied, and my weaknesses are multiplied as well.

Why I Moved →

In 2015 I wasn't paid for several projects I led, with many excuses. That was a huge red flag for me, and at some point, I said 'stop, we no longer work till you pay.' They never did.

That was a common problem with Russians, you cannot believe their promises. In the light of Putin's war of 2022, now I understand why very clearly. Never work with Russians, never. Don't trust their promises. Just don't.

That's my takeaway.

8 Design Contractor

from Apr 2011 to Jun 2015 at

Various companies, including LeoBurnett, BBDO, Condé Nast, Google, Sony, Unilever, Nissan, Wargaming. Usually remotely.

I participated in various advertising projects, as a freelance contractor.

My Responsibilities

Usually, I needed to aggregate a team for the project and manage them, while providing the result to my clients. It was a mix of manager, designer, art director and digital producer jobs. Most of the time it was I, who was managing the project.

What I Learned

I learned that it's very difficult to work with new people every time. Managing both external and internal communication is challenging as well.

Why I Moved →

After I worked at TBWA, I shifted to work at the team we formed together with my workmates, to continue working not just as some contractors, but as a *team* of contractors.

Years 2015 — 2022, Partner in Business

9 Design Director

from Jul 2015 to Feb 2019 at

Trueowl, Bangkok, Singapore, Hong Kong, Estonia, Sweden and Remotely

With my workmates, we started our own company, which was working in the Southeast Asia region. Our primary focus was on motion graphics and animation back in the day.

What I Learned

I learned what it is to work with very different cultures, with a team distributed around the globe. How to get a client, run a business, automate one's processes, cope with huge stress and release all of that. Perfectionism has to be limited.

Why I Moved →

I had to release the position, as it took my entire self and left no space for anything else. I made a difficult (but so much needed!) decision to make my family a priority, and I couldn't manage to be at the two places simultaneously (no Time-Turner or Hermione!).

I left the business to my partners, who later changed their focus from animation to automation, as all of us were hugely investing in it. Sometimes I take part in some meetings and we exchange our experiences.

10 Design Manager

from May 2019 to Mar 2022 at

TOI TOI, Lviv and Kyiv, Ukraine

I was invited to join the creative team of an industrial company, in the sanitation business, the biggest both in the world and Ukraine. Part-time at first, full-time later. I worked at Ukrainian department, till the war has started.

My Responsibilities

With a small team of 8, I was busy developing internal assets for the company. Our final goal was to automate and simplify the difficult task of organising the company assets. Both for clients and the entire company staff. We developed a unique CRM, some apps for logistics, security apps, etc.

What I Learned

I learned the Ukrainian language (after all my wife and kids are Ukrainians!), and the vibrant culture and history of Ukraine.

I learned how to organise a business distributed across entire country (Ukraine is the biggest country in Europe, Russia excluded). How to help with technology people that are quite far from being tech-literate (company staff). As our company worked with the American Government and NATO, I was the person responsible for some of the communication, as I'm fluent in English, and the company had no special person to help with the documentation and communication at the time.

Why I Moved →

Unfortunately, as you may know, the war started on Feb 24, 2022.

After a month into the war, we realised our goals are too big to be met anytime soon, and we have to freeze this direction and do our best to provide for the military first.

That's where I'm right now. I have no idea whether I'll be able to get back to those plans. Not anytime soon.

Hence, I'm looking for a new position.

Year 2022, Seeking

I would like to join a team of like-minded people, with whom I would contribute to a better future for everyone. I am hugely motivated with visual aesthetics, motion and functionality, especially when the result of my work meets the real world.

Right now I'm located in [Ukraine](#) 

It's war here, but I'm not planning to escape the country, it's safe in my location, as of now. However, I'm open to relocation, if needed.

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