



# Anastasiia Cherniavska

ART DIRECTOR

## Profile

Berlin-based Art Director with a passion for creative ideas. Started on a client-side as a marketing specialist I'm now passionate about coming up and producing ideas within the creative team.

## Contact

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## Portfolio

cherniavskaa.com

## Profile

### Art Direction intern

*Serviceplan Innovation, Munich / July 2020 - December 2020*

Worked in the Innovation Team, Serviceplan.io

- Concepted for a wide range of proactive innovation-based ideas;
- Designed and produced content for clients: Aizome, Dot;
- Was involved in developing and creating a new web site identity for the Aizome (US market);
- Designed wrapping paper and postcards for the agency's anniversary.

### Art Direction intern

*Joan Creative, NYC / January 2020 - March 2020*

- Concepted for proactive and client briefs such as: The Economist, Virgin hotels, Progresso;
- Was working on building video cases for Save Florida Man, Fiber One;
- Was involved in concepting and designing the pitches for Virgin hotels and The Economist.

### Marketing and communication specialist

*Navigator corporation, Kyiv - 2018 - 2019*

- Planned and organized Marketing and Sales conference for department leaders of biggest Ukrainian trade markets;
- Concepted and created commercial video promotion for new game computers;
- Was involved in building new communication strategy;
- Coordinated social media communication.

### Marketing specialist

*Impression Electronics, Kyiv / 2018*

- Created content for the online-shop;
- Communicated with clients in the B2C segment, created social media events and promotions.

## Education

### Miami Ad School, Berlin

*Art Direction,*  
portfolio program / 2019 -  
March 2021

### National University

*Kyiv-Mohyla Academy*  
*Marketing,*  
*Faculty of economics*  
BA /2014 - 2018

### Projector

*Internet marketing,*  
portfolio program / 2017

## Skills

### Advanced

- Adobe CC
- Sketch
- Procreate
- Cinema 4D
- Microsoft Office
- Google Analytics

### Basic

- Wordpress
- Spark AR
- SEO

### Languages

- Russian - native
- English - advanced
- German - beginner