



ANASTASIIA CHERNAVSKA

Art director

PROFILE

Berlin-based Art Director from Ukraine with passion for creative ideas. Started on a client-side as a marketing specialist for food and IT companies and moved to creative agency's crazy world of working with many brands worldwide.

CONTACTS

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PORTFOLIO

cherniavskaa.com

PROFILE

Art Director

Ogilvy Berlin / March 2022 - present

- Main client: Milka worldwide
- Developed and shot a Christmas commercial for Milka. As well as developed activation ideas for worldwide and German market.
- Developed film idea for Favourites, social media first campaign for German market for MMMax, worked on renovation campaign.

Art Director

BBDO / March 2021 - March 2022

- Worked on wide range of clients, such as Deutsche Bahn, WhatsApp, Mercedes-Benz, Ford, BitPanda for daily and seasonal projects.
- Built and designed new employer identity for Bitpanda, organized the shooting for the new visual employer communication.

Art Director

Serviceplan Munich / July 2020 - december 2020

- Conceived 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);
- Worked on multiple award winning campaign "Dot Go. The first customizable object recognition app for visually impaired".

Art Direction intern

Joan Creative, NYC / January 2020 - March 2020

- Conceived 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 conceiving 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;
- Conceived and created commercial video promotion for new game computers;

EDUCATION

Miami Ad School, Berlin

**Art Direction,
portfolio program**

2019 - March 2021

Projector

**Internet marketing,
portfolio program**

2017

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

SKILLS

Advanced

- Concepting
- Graphic design & Illustration
- Adobe CC
- Procreate
- Microsoft Office, Keynote
- SMM

Medium

- Wordpress
- Spark AR
- SEO
- Cinema 4D

Languages

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