



Eugenia Kubas

Creative (Art) Director

www.eugeniakubas.com

Based in Berlin, open for relocation.
Valid EU work permit.
Available from December 2023.

E-mail: ievgeniia.kubas@gmail.com
Phone: +49 152 03714332
Social: [instagram](#) | [linkedin](#) | [facebook](#)

PROFESSIONAL SUMMARY

Master of Arts. 10+ consecutive years in the creative industry. Creative Team Leader. Adept in concept design, project management, and final design implementations. Expert in Adobe Creative Suit, easily maneuvering between page and screen. Wide experience of working with international clients on various products.

SKILLS

- Expertise in web, print and motion design.
- Artistic taste and critical visual thinking. Strong sense for typography, color and composition.
- Ability to lead teams (briefing, overseeing, quality control, mentoring) and clients (pitching, presenting, negotiating, workshopping).
- Fluency in Social Media, cultural & artistic trends.
- Knowledge of user centered design and usability principles. Mapping, sketching, wireframing and prototyping user experiences, QA.
- Creative project management.
- Production / shootings directing.

Software:

- Strong knowledge of Adobe InDesign, Illustrator, Photoshop, AfterEffects; Figma; Teams, Trello, Asana; Frontify.
- Basic knowledge of HTML/CSS, Confluence; Cinema 4D; Wordpress; Sketch; InVision, Adobe Premiere, XD.

Languages:

- Ukrainian - Native
- Russian - Native
- English - Full Professional Proficiency
- Polish - Full Professional Proficiency
- German - Professional Working Proficiency
- French - Professional Working Proficiency
- Spanish - Limited Working Proficiency

EDUCATION

2015 - 2016
2014 - 2015
2009 - 2014
2009 - 2013

- MA Contemporary Typographic Media | University of Arts London | London, UK
- MA Art Direction | Institut Supérieur des Arts Appliqués | Paris, France
- BA Book Design | Ukrainian Academy of Book Printing | Lviv, Ukraine
- BA International Law | Institute of International Relations | Kyiv, Ukraine

EXPERIENCE

2021 - Present

Creative Team Lead, Sr. Art Director | [Foundry](#) | Berlin

- Creatively directed two major agency accounts. Launch campaign for Alpian increased traffic to the company website +653%. Rebranding of Axpo successfully rolled out to 40+ markets.
- Built and led Digital Department: hired and mentored 4 creatives and developed an infrastructure for digital services.
- Won 3 new businesses for the agency.
- Represented Foundry externally through Creative Leadership. Developed and held 10+ of online and offline creative workshops for clients.

- 2019 - 2021 **Digital Art Director** | Foundry | Berlin
- Art-directed 10+ accounts: conceptualised and executed SoMe campaigns (TaxFix), TV ads (Pyur), branding (EGO movement, Hansen&Heinrich), websites (ETH).
 - Oversaw shootings of brand movies, product photos.
- 2016 - 2019 **Art Director and Creative Consultant** | Self-employed | Digital Nomad
- Provided creative services from artistic conceptualisation to final delivery to 50+ various clients such as PwC, Samsung, EIT Health, EBS, Democracy Reporting International, Uber Ukraine etc.
 - Advised clients on the best strategies to use for their particular products and desired audiences.
 - Collaborated with other graphic artists (photographers, animators, musicians) and developers to complete large scale projects.
 - Developed offline and online visual materials (infographics, book-covers, websites, charts, banners, annual reports, digests, newsletters, brochures, handbooks, official document templates etc).
 - Gave speeches about **Digital Nomadism** and Graphic Design: "We Design Locally" conference and "Now Better" podcast in Poland; "Remote work" forum in Portugal; lectures in Ukrainian school of leaders..
 - By designing 30+ **book covers** for the Ukrainian Print House "Nash Format", increased their non-fiction book sales by half.
 - Produced a row of visuals informing public on the Russian invasion in Ukraine, which went **viral**.
- 2015 - 2016 **Graphic Designer and Communications Manager** | Bahoma, fragrance producing company in London, UK
- Oversaw product development from concept to completion, including product design, print design and marketing collateral.
 - Administrated the company's Wordpress website. Page remake decreased bounce rate by 50% and increased new unique visitors by 10%+.
 - Managed the PR strategy of the company, supervised newsletters and promo-campaigns.
- 2014 - 2015 **Graphic Designer, Media and Communications Specialist** | Armonie Loves Music, digital PR agency in Paris, France
- Created promotional materials for the agency and its clients (e.g. posters, press-releases, e-cards, newsletters, tickets, visuals for social networks etc.)
 - Co-moderated Facebook, Twitter and Instagram accounts of the agency and its clients – French celebrities such as ZAZ, Stromae, Yodelice etc.
 - Organised press-conferences for the artists and communicated with the press.
 - Assisted in managing digital marketing and communications strategy of the Agency and its clients.
- 2011 - 2012 **Vice-president on Public Relations** | European Youth Parliament - Ukraine, an international Youth NGO
- Directed Public Relations department.
 - Promoted the image of the organisation, managed relations with the press.
 - Supervised organization's inner materials, such as newsletter, digest, trainings.
 - Assisted the President in managing the work of the organisation (600+ members).

ACHIEVEMENTS

2023

German Brand Award Winner in the category Excellence in **Brand Campaign** for "Alpian - No Two Alike", Switzerland's first digital private bank. Creative Direction - Art.

German Brand Award Special Mention in the category Excellence in **Digital Design** for i-vest, financial educational blog. Creative Direction - Art.

2022

German Brand Award Winner in the category Excellence in **Brand & Corporate Design** for rebranding Axpo Group, Switzerland's largest producer of renewable energy. (Creative Direction - Art).

REFERENCES

Pascal Baumann

Executive Creative Director at Jung von Matt LIMMAT
pascal.baumann@jvm.ch
+41786046062

Susann Kompa

Account Director at Foundry Berlin
susann.boutry-kompa@foundry.berlin
+491624363023

Michael Meyer-Resende

Executive Director at Democracy Reporting International
m.meyer@democracy-reporting.org

Paul McNeil

Course Leader of the MA Contemporary Typographic Media
at University of the Arts London
pm@muirmcneil.com
+447428671450