

Roman Lebedev

Art Director, Creative Director

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Residence: Moscow
Date of Birth: 04.04.1971

Employment History

2007 – 2009

SPN Ogilvy PR www.spnogilvy.ru

Position: Art director of design studio

Responsibilities:

- Generating and visualizing creative concepts (advertising, promotional materials, entertainment);
- Creating visual identity, corporate style, elements of corporate style;
- Managing designers, setting tasks, supervising projects, quality control;
- Presenting and defending creative projects to a client;
- WEB-design;
- 3D modelling and visualization of interior design and constructions;
- Creating advertising materials, writing scenarios.

2003 – 2007

Cron Group www.cron.ru

Position: Art director of the exhibition and presentation department, leading designer of WEB-design studio

Responsibilities: generating and visualizing ideas, presentation to clients, setting tasks for designers and quality control, Web-design, promotional materials, creating style. Correcting and adapting advertising copy.

1999 – 2003

STV-7 TV Company www.stv7.ru

Position: Art director of the channel, computer graphic director

Responsibilities: creating channel's identity, creating advertising video production, writing scenarios for video advertising, creating promotional videos for the channel, post production of documentary films.

1994 – 1999

TVK TV Company www.tvk-tv.ru

Position: leading designer of the channel, computer graphic director

Responsibilities: creating channel's identity, creating advertising video production, writing scenarios for video advertising.

1993 – 1994

Advertising agency Digitex

Position: Creative director, motion designer

Responsibilities: generating and realising of creative ideas for advertising and animation films, writing scenarios for advertising videos

Education

1988 – 1991

Lipetsk State Technical University

1995

Moscow Institute for Advanced Studies of TV and RV

Professional experience

- ✓ Setting specific tasks for project group participants
- ✓ Effective presentation of concepts to a client
- ✓ Ability work independently
- ✓ Performing quality control

Professional skills

Creative thinking, ability to realize ideas. Solving highly complex tasks (including copywriting). Knowledge of design principles, sense of style and latest trends, market knowledge. Ability to create materials in accordance with brand's positioning.

Ability to work with a client and in a team. Generating of marketing strategy in collaboration with marketing professional. Managing and supervising projects. Setting design- and marketing-related tasks. Effective control of current tasks. Teaching young professionals (necessary programs, design and colour composition). Knowledge of pre-print preparation of files. Fast adaptation to new software.

Advanced knowledge of graphic applications, video montage and composing applications, and 3D modelling and animation:

Adobe Photoshop, Adobe Illustrator, CorelDraw, Adobe After Effects, Adobe Premiere, 3DS MAX

Ability and desire to lead and generate creative projects, take responsibility for the quality of ideas and the end result of the production.

Personal skills:

- commitment
- highly developed creative thinking
- independent point of view and readiness to present it to the audience

Languages:

Russian: native

English: Pre Intermediate

Achievements and awards

SABRE Awards 2009 for the draft nomination «Companies that provide financial services» – «Enlightenment project «Азбука Кредита»» for the «Renaissance Credit Bank»

SABRE Awards 2008 for the draft nomination «Consumer Products: Automotive» - «DJ Yaris»

Professional Achievement Awards in the category «Public Affairs» - «The withdrawal of the Russian market for chewing gum Lotte Xylitol»

Prize «Silver Mercury 2008» project team consisting of Nokia Trends Lab