



Natalya Reutova

Creative Lead | Conceptual Creative | Design Researcher- | Team Management

📍 London, UK

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Languages

Russian (Native)

English (Work Proficiency)

Chuvash (Native)

About

Creative Lead | Conceptual Creative | Design Researcher | Team Management
Summary An experienced multidisciplinary creative lead specialising in large-scale event concept and master plan development, social innovation and sustainable design, visual communication and digital campaigns, impactful presentations, and branding. Delivered creative ideas and strategies and stylish selling presentations for over 20 large-scale festivals (e.g., Formula E Ad Diriyah, Diriyah Season) as a creative lead in a cross-functional team. Motivated to offer organisational, strategic and critical thinking skills to further the mission & goals of a company.

BRANDS WORKED WITH

- Blink Experience
- Newham Council
- Quintessentially Events Baku
- The Integer Group

Experience

● Sustainability Design Consultant & Researcher (Freelance)

Newham Council | Jan 2022 - Mar 2022

- Analysed the future of design practice and its interdependence with eco-social concerns (circular economy, social-economic impact), business case modelling, and conducted primary research using a mixture of quantitative and qualitative techniques.
- Co-led a 5-member research design team for the 15-minute neighbourhood considering single mothers in Newham to have access to secure accommodation after family displacement, abuse etc.
- Identified grassroots issues in the housing projects for the vulnerable group at Newham and presented the findings to Newham Council leaders and stakeholders to combat issues and implement solutions.
- Conducted quantitative and qualitative research within the Newham community, building a theory of change to model the solutions for identified issues.



● Creative Lead

Blink Experience | Oct 2017 - Sep 2020

- Managed and led a team of graphic and 3D designers in concept development from execution to delivery, liaised with suppliers and production companies.
- Developed engaging systems, creative concepts, and master plans for over 20 large-scale events and festivals in which people, spaces, and tools interacted across Saudi Arabia (KSA) and UAE. The fireworks festival held across 60 locations in KSA received the Guinness World Records.
- Improved team 10 productivity and creative self-esteem by an average of 30% by introducing design thinking methodology, developing insights, and posting concept and structure ideation progress on studios' walls.
- Managed the creative process of 40+ projects (branding, event structures, and digital and pitch presentation development), bringing up to 30% of new long-term contracts.



● Art

Blink Experience | Oct 2015 - Dec 2016

- Liaised with client servicing and production teams to focus on the delivery of exceptional projects and client relationships, led a team of graphic and 3D designers, delivered solid creative concepts, and selling pitch presentations.
- Significantly advanced the creative concepts and pitch presentations that brought many big clients on board (long-term relationship with BMW Middle East, Hyundai, 3-year contract with Market Outside the Box/Dubai Tourism and Commerce Marketing, to name a few).
- Top management invented the name "Natalize it", meaning "make it beautiful", due to the development of successful pitch "killer" presentation designs.

- Lifting the bar of the quality and level of design by up to 50% helped to change the company's perception not only as an event builder but as a strong creative partner.

● **Art Director**

Quintessentially Events Baku | Oct 2014 - Jul 2015

Managed a graphic and 3D freelance designer team; developed event ideas and pitch presentations, visual design materials, TVC, and branding.

- Delivered creative concepts for set design for agencies events from concept to execution (e.g., Ducati product launch, presentation of the children's book, Masserati and Rolls-Royce showrooms opening)
- Liaised with production partners and printing houses to deliver exceptional projects
- Coordinated the execution of the project from concept to final delivery.



● **Art Director**

The Integer Group | Mar 2013 - Oct 2014

Led and managed a team of graphic and 3D freelance designers, 360-integrated campaigns development, TVC from concept to production and client relationship building.

- Managed 360-integrated shopping marketing campaigns (TVC, digital, non-standard channels) for Visa, Vichy, Miller beer, Adidas, Henkel, and Béko.
- Coordinated building a solid relationship with VICHY brand managers, working closely as one team.
- Led 360-degree Campaign (including TVC shooting in Russia) for the VICHY Idealia product line that became one of the successful benchmarks across Europe, the Middle East and Northern Africa regions with high sales.

Education & Training

2021 - 2022

● **University of Art London**

Design for Social Innovation and Sustainable Futures, Master of Arts

2005 - 2007

● **British Higher School of Arts and Design**

Post Degree, Visual Communication and Art-direction

2001 - 2005

● **Cheboksary State School of Arts**

Graphic Design , Bachelor of Arts