



Eve Voyevoda

Senior Creative | Art Director

📍 London, UK

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Languages

- English (Fluent)
- Russian (Fluent)
- Ukrainian (Native)

About

Eve Voyevoda is a Senior Creative with a background in branding & visual communication. With over 20 years of experience in branding and advertising, she has developed strategic brand consulting, advertising, brand identity development, and commercial photography skills. Eve creates brand solutions with customers' needs in mind. As intuitive thinker she prefer to keep balance between creative and intellectual approach. She believes mentoring creative teams and encouraging innovative thinking are keys to building an exceptional agency portfolio. In addition, her experience with B2B and B2C brands and interest in psychology helps her to create customer-oriented solutions that make a diference & enact real change within a business.

BRANDS WORKED WITH

- Advertising Agency Nato
- Brand Design New Media
- Brand Your Dream
- Design Torg
- Isida Advertising Agency
- Mindcube Design
- Provid Bbdo

Experience



● Creative Director

Brand Your Dream | Aug 2015 - Now

Creative Director for remote projects. The goal is to create and support the brand and lead the team on the client side. Brand Your Dream helps women entrepreneurs and purpose-driven companies to find themselves, brand themselves and show up confidently so they can enjoy their business, build a connection with their audience and brand their dream. Clients: start-ups, coaches, authors, experts, course creators. My role:

- Working in collaboration with the client's team
- Travelling to key business meetings when required, including international travel
- Creative Direction and Creative Strategy
- Questioning and challenging briefing documents
- Briefing illustrators, lettering artists and general suppliers, coaching designers in planning and facilitating user research sessions to understand our customers better.
- Work closely with our Co-Founders to bring product vision to life through design.
- Managing & mentoring other creatives and designers.
- Work on Brand Strategy and create Advertising campaigns with a holistic approach and customer research in mind.
- Supervision and briefing dev and tech team
- Creating and supervising ideas for UI and UX
- Using creativity, technology and innovation to solve client's business problems
- Managing time and deadlines and budgetary requirements for each project
- Brand style guides, brand-books, corporate identity development

● Creative Director

Mindcube Design | Apr 2008 - Apr 2018

Mindcube Design Pvt. Ltd. is a VIP branding agency for B2B companies that are looking for exceptional quality branding solutions. Clients: Royal Institution of Chartered Surveyors - RICS, RICS Amity University, PwC, DB Schenker, Radisson Blu, Jindal Stainless, Barclays and many medium local and international brands in education, finance, tech and machinery, medical and HORECA industries. My Role:

- Challenging creative team members with innovative and inspiring thinking
- Creative Direction, Digital Marketing, Concept Development, Creative Strategy
- Interviewing new creative recruits
- Select creative team members and assign them to projects.
- Reviewing creative team members when required
- Act as a creative leader, inspiring and guiding your creative team on each

project

- Worked with a copywriter and turned words and images into powerful, persuasive strategic messages
- Idea engineering with the brand in mind
- Demonstrable working experience delivering best-in-class B2C and B2C creative and design for premium brands & properties.
- Art directing photoshoots
- Social media strategy and design
- Web design WordPress, CSS
- Supervision of the tech dev team
- Brand style guides, brand book, corporate identity development
- Creating and delivering advertising campaigns via multiple channels outdoor, print, and digital media

● Art Director

Provid Bbdo | Jun 2007 - Mar 2008

Worked as a part of the sizeable creative Team that mainly served the bank sector. Provid BBDO (formerly partner with BBDO worldwide). The main clients I worked with were Raifeisen Bank, Motorola, Men's Health magazine, Publishing house Ababagalagama My Role:

- Directing creative work
- Reviewing creative team members when required
- Leading briefings and design critiques
- Leading and presenting projects to clients
- Partner closely with a team of product managers, engineers, and content designers to deliver excellent products to the market
- Collaborating with Creative Directors and Copywriters
- Mentoring Junior Copywriter and Designer team

● Design Director

Design Torg | Apr 2005 - May 2007

Design Director in a Branding agency. Design Torg specialises on B2B and B2C Premium Entertainment sectors. The leading agency for a few large entertainment centres such as Ultramarine bowling club, Karting centre terminal and restaurants. My Role:

- Brand consultancy, creating advertising and branding campaigns
- Collaboration and vision across the company to build alignment on priorities leading to product design and execution.
- Develop design talent and build a thriving culture where designers grow in their careers and feel a strong sense of inclusion and belonging.
- Demonstrable working experience delivering best-in-class B2C creative and design for premium brands & properties.
- Briefing illustrators, lettering artists and general suppliers
- Adobe Photoshop, Adobe Creative Suite
- Logo Design & Packaging Design
- Customer journey & User experience

● Junior Art Director

Advertising Agency Nato | Sep 2004 - Apr 2005

Junior Art Director in medium size advertising agency. The main clients are B2C medical centres and hospitals. Grohe, Medical Hospitals, Design Studios. My Role:

- Create and execute conceptual ideas
- Create and manage strategic concepts and engagement advertising campaigns
- Creating unique designs, from concept to completion
- Designing for digital with expertise in Adobe and Microsoft Office, work with HTML and CSS web design

● Senior Creative Designer

Brand Design New Media | Apr 2002 - Aug 2004

Senior Creative Designer in the unofficial department of 1+1 Video Design. The agency specializes in TV branding. Main clients are TV studios, media holdings, TV channels, TV studios, and TV programs in Ukraine and abroad. Several clients in drinks and beverages and innovative technology. My Role:

- Brand development for TV studios, channels, and programs
- Set design for TV studios programs
- Creating brand concepts from idea to execution for TV studios, companies, and businesses

- Mentoring teams, talking to clients, developing projects and driving our business objectives from the front
- Lead the development of brand identity systems for our properties through future-forward solutions
- Experience designing for digital, expertise with Adobe CC, Adobe InDesign and Microsoft Office
- Experience with video and animation graphics (old school)
- Web design CSS + HTML. # Interactive media CD design and supervision of the tech team

- **Graphic Designer**

Isida Advertising Agency | Dec 1998 - Apr 1999

Graphic Designer in a small agency that supported shopping centers with printing materials and events. My Role Included: Creating Design for leaflets, posters, brochures. Support and create advertising campaign ideas. Event ideas and supervision

Education & Training

1995 - 2001 ● **National Academy of Fine Arts and Architecture**

Diploma, Graphic Arts

1988 - 1995 ● **State School of Arts**

Diploma, Graphic Arts Book Design