



Ewa Babinska

Global Art Director

London, UK

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Languages

English (Fluent)

German (Native)

Polish (Native)

About

A highly motivated Senior Art Director with 18+ years of experience in design specializing in lifestyle, retail, publishing and advertising. I create adaptive digital content and develop brands. I am skilled in transforming strategy into creative solutions, creating compelling visions, stories, campaigns and customer experiences. I have a track record in managing projects in demanding and fast-paced environments within interdisciplinary teams. A team player with terrific design instinct and talent with a sharp eye for design and attention to detail.

BRANDS WORKED WITH

A. Lange & Söhne

Amazon UK

Hearst

Larsson & Jennings

Select World

Experience



Global Art Director

Hearst | Oct 2018 - Nov 2021

Global Art Director for Hearst Global Solution Digital Team - Responsible for business development, creation and implementation of new corporate identity and brand. Making culturally relevant integrated campaigns, advertising, branding, content for fashion, luxury and prestige lifestyle brands.



Senior Creative Manager

Larsson & Jennings | Feb 2018 - Oct 2018

Created content and design campaigns across all the business channels of Ecommerce and Digital Marketing.

- Conceptualised ideas for campaigns and shoots which elevated the brand with the audience
- Responsible for cross-media storytelling content, multi-platform campaigns and sales campaigns
- Overall support to the Head of Design on large 360° campaigns and social media design projects
- Responsible for new staff recruitment
- Designed all assets for website, social media, print & digital campaigns and retail
- Art direction and project management from concept to the final layout including teams briefs of commissioned illustrators, photographers, videographers, copywriters, stylists
- Managed budgets, designers and freelance teams during all of assets creation
- Lead designs across all the marketing touchpoints: editorial, emails, storefront



Senior Art Director

Select World | Feb 2018 - Oct 2018

Created cross-media campaigns, from design to production and transformed concepts into visual executions.

- Developed Brand Identity, Brand (Re)Positioning, Strategic Direction, 360° Brand Experiences based on client briefs from briefing to execution and delivery
- Designed and art directed books and print projects for beauty brands
- Mentor of a dynamic creative team of designers, writers, photographers and leading a team of 6 direct reports: 3 Art Directors, a Junior Art Director and 2 Artworker



Art Director Europe

Amazon UK | Jun 2011 - Jun 2017

Planning visual content and moments across the calendar (annual sales budget of £205M) within the budget. Site merchandising and stakeholder management.

- Pre-planning of an annual promotional calendar of store events and sale promotions
- Developed a European Jewellery and Watches style guide and launched the Jewellery and Watches stores across the EU & Fashion Designer Jewellery Store platform
- Roll out of style guide for localized pages in both Germany & France
- Art Direction & Design for storytelling of seasonal looks, look books and trend guides
- Created commercial, editorial content, including layout and final execution
- Worked closely with buyers, vm's, vendors and selected key items from Premier Class in Paris
- Managed multiple design projects, prioritized tasks and shaped aesthetics while consistently seeking to push boundaries of creation in terms of platform innovation, data focus and asset success analysis
- Build a new Fashion Department from Ground Zero including site merchandising
- Spearheaded creative team processes through mood-boarding/mock-ups and visual planning
- Art Direction for fashion, still life shoots, overall project management and budget control
- Designed print and digital deliverables for store and brand focused projects
- Managed a team of creatives
- Launched the contemporary, fashion and designer jewellery stores and supported storefront design



● **Art Director for Global Brand**

A. Lange & Söhne | Jan 2022 - Now

My role as a Global Art Director at A Lange Söhne includes conceptualising integrated campaigns, aligning all design vision across the brand, establishing and maintaining a credible look & feel for A Lange Söhne.

Education & Training

2006 - 2007 ● **Istituto Europeo di Design**

Scholarship, Editorial Design

2004 - 2008 ● **HAWK University of Applied Arts & Sciences**

Master's Degree, Corporate Design & Corporate Identity