

Veronika Safrankova

Creative Director

📍 London, UK

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Languages

English (Native)

Czech (Native)

French (Basic)

Spanish (Basic)

About

I am an experienced and driven creative director with strong strategic skills working for fashion brands, beauty, and jewellery. I am motivated by opportunities to create and promote original, culturally impactful ideas and content.

BRANDS WORKED WITH

Bridge 1795

Charles & Keith Group

Grey London

Jimmy Choo

Leo Burnett

McCann

Spring Studios

ZARA HOME

Experience



● Creative Director

Spring Studios | Mar 2020 - Now

The role consists of leading the brands through the creative direction, marketing and strategy to take the necessary to reach global success through digital campaigns, e-commerce, and overall visual language and storytelling.

Brands:

Versace, Max Factor, Bucherrer, Browns Fashion, Breitling, Jaeger, Mal-one Soulier

● Founder and Creative Director

Bridge 1795 | Jul 2015 - Now



● Head of Creative and Image

Jimmy Choo | Feb 2019 - Mar 2020

The mission was to evolve and elevate a heritage brand that lost its way, which was accomplished and executed within a year since I joined the company. We focused on digital and social media campaigns to amplify the impact of the brand and raise awareness among the younger audience. The role consisted of overseeing all creative for the entire brand and creating a digital strategy for social channels, working closely with partners such as Instagram, YouTube, Google and Pinterest.

Working closely with brand VP brand and comms Gabriele Hackworthy and brand CD Sandra Choi.

● Head of Creative and Image

Charles & Keith Group | Feb 2018 - Feb 2019



● Creative Lead/ Global Communication

ZARA HOME | Dec 2016 - Feb 2018

● Creative/ Art Director

Grey London | Dec 2013 - Dec 2016



● Senior Art Director

McCann | Jul 2010 - Nov 2013



● Senior Art Director

Leo Burnett | Feb 2005 - Feb 2010