



SERHII SHALASHENKO

ART DIRECTOR

CONTACT

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PORTFOLIO

serhiysha.com/p.pdf

EDUCATION

MFA in Graphic Design
"STEP IT Academy"
2007 - 2012

BSc in Marketing
University "Ukraine"
2001 - 2015

Aerial Filming course
Kyiv Drone Academy
2018 - 2019

HARD SKILLS

Adobe Suite:
InDesign,
Illustrator,
Photoshop,
Dreamweaver,

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ABOUT

I was born on September 24, 1987 on the shore of the Black Sea in Odessa, a major port city in the south of Ukraine. Since childhood, I have been developing my skills in various areas and had a passion for creativity. I attended an advanced photography course for three years and studied at a music school for seven years. I also engaged in several sports activities such as kayaking, football, tennis, boxing and skiing. Started working in the IT field at the age of 16.

WORK EXPERIENCE

EcoTours LTD

web master
2004 - 2006

My responsibilities included development, content creation, and maintenance of a web portal for a tourism company.

ISP Tenet LTD

Technician
2006 - 2008

Installing, configuring and maintaining network equipment such as routers, switches, and access points. Troubleshooting connectivity issues reported by customers and resolving them in a timely manner.

TIS Port LTD

IT Support Engineer
2015 - 2017

I was responsible for providing technical assistance to clients and resolving their IT-related issues. This includes troubleshooting hardware and software, installing and configuring software and hardware, and maintaining system security.

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ART DIRECTOR

HARD SKILLS

Design

Graphic design
Branding,
Print design,
Typography

Video Production & Editing

Davinci
Adobe Premiere Pro
Adobe After Effects
Aerial filming
DJI Pilot

Photography & Editing

Adobe Lightroom
Equipment:
Canon, Sony, Nikon,
Fujifilm, Panasonic

Web design & development

UX Design
HTML & CSS
CMS: WordPress,
Joomla, Drupal

SOFT SKILLS

Creativity
Strategic & critical thinking
Leadership
Communication
Active listening
Teamwork
Diligence
Problem solving
Taking criticism
Time management
Persuasion

WORK EXPERIENCE

TIS Port LTD

Art Director
2017 - 2021

I gained extensive experience in conceptualizing and designing visual content for a wide range of marketing materials, including print, digital, and video formats. I collaborated closely with cross-functional teams, including marketing, product, and engineering teams to ensure that all creative assets aligned with the company's brand and messaging. I managed and mentored a team of designers, providing guidance on design principles, tools, and techniques. I successfully led various creative projects, from ideation to production, including branding, advertising, and product design. My skills in strategic thinking, communication, and leadership helped me to deliver high-quality visual content that effectively engaged and resonated with the target audience.

Ecofactor LTD

Art Director
2021 - 2022

As an art director at Ecofactor, I was responsible for conceptualizing and designing various marketing materials, including print, digital, and video formats. I led the design and execution of marketing campaigns, from ideation to production, ensuring that they aligned with the company's brand and messaging. In addition to marketing, I also contributed to the development of the company's overall brand strategy, including creating visual identities and brand guidelines. I leveraged my expertise in design principles, tools, and techniques to create high-quality visual content that resonated with the target audience. Furthermore, I led the development of the interior design of a Tesla showroom, creating a visually engaging and experiential environment for customers. Overall, my skills in design, marketing, and project management helped me to deliver impactful creative solutions that contributed to the success of Ecofactor.