

CURRICULUM VITAE

Nataliia Andrietti

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Portfolio

<https://www.behance.net/natandrietti>

WORK EXPERIENCE

2020-2022: PR agency BI-IT

Position: Senior Art Director

2019-2020: international advertising agency FCB Kyiv

Position: Senior Art Director

Professional tasks

- advertising/communication campaigns (ATL, BTL, Digital, SMM) development and implementation
- visual concepts of advertising/communication campaigns
- ui/ux design
- brand logos and corporate identity
- all types of printed materials (outdoor advertising, booklets, posters, flyers, POSM, promo stands, ambient etc.) and packaging
- screenwriting and art direction of video spots
- creative supervision of photo and video production

Clients: Mondelez (Halls, Milka biscuits, Oreo, Tuc, Dirol), Nivea, Snow Panda, Morshynska, residential complex Wellspring.

2017-2019: international advertising agency Publicis Ukraine

Position: Art Director

Clients: Nestle (Nescafe Gold, Nescafe Classic, Nescafe 3in1, Gerber, Svitoch, Torchyn), Renault, Sanofi, Zewa.

2016-2017: advertising agency PROVID

Position: Art Director

Clients: AVK, Mili Healthcare, Volia.

2006–2016: international advertising agency Young&Rubicam

Position: Art Director

Clients: Danone (Activia, Actimel, Rastishka, Danissimo, Prostokvashyno, Tema), Utel, Independent media (Cosmopolitan, Men'sHealth, Prevention), Natakhtari, Intertop, Xerox.

Awards

UA *Expert

First place

Nomination "Humor in advertising". Young&Rubicam

KIAF

Alternative advertising, ambient media, **Shortlist**. Young&Rubicam

2001–2006: advertising agency Nasha Sprava

Position: Senior designer

Clients: Chevron Texaco, Goodyear Dunlop tires, Merloni Termosanitari (Ariston), Fujifilm, Aerosvit, Kotanyi, Infosport.

2000–2001: design studio Techno consulting

Position: Senior designer

EDUCATION

2005–1999: Master's Degree in Graphic, publishing and printing faculty, specialty Graphics. National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute".

1998–1995: Bachelor's Degree in Graphic Designer, faculty of Industrial Design. Mikhailo Boichuk Kyiv State Academy of Decorative Applied Arts and Design (KSADAAD).

ADDITIONAL INFORMATION

languages: Ukrainian, Russian – native, English – intermediate.

Computer skills: Mac, PC.

Programs: Adobe Illustrator, Adobe PhotoShop, Adobe InDesign, , Adobe After Effects, Figma (basic level), Microsoft office.

Personal qualities: initiative, responsibility, focus on results, communication skills, openness.