

Irina Sidorina

Creative Director

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With 15+ years of experience in advertising production, creative strategy, art direction, and creative leadership for print and digital. Irina helps fashion, beauty, and premium brands to communicate in an ethical, transparent, and compassionate way with a focus on sustainability.

SELECTED CLIENTS

Dior / Guerlain / Bugaboo / Zalando / Acne Studios
Massimo Dutti / Imaxtree / Glamour / Marie Claire
Harpers Bazaar / IBM / Astratex / KB

SKILLS SET

Creative strategy development;
Creative leadership
and mentoring;
Innovative mindset;
Knowledge of graphic, motion,
UX&UI designs, branding/
marketing and production;
Nerumarketing;

Sustainability
and ethical focus;
Solution-oriented;
Strong discipline and
organizational skills;
Strong strategic thinking;
Responsive thinking;
Analytical skills;

Strong self-motivation;
Self-driven learning
and development;
Excellent interpersonal skills;
Post-pandemic awariness
with ability of implementation
in to the workflow;
Life Coaching;

Mac OS / Windows / Keynote / Adobe Creative Suite / Microsoft Office / Sketch / HTML / JavaScript CSS

LANGUAGE SKILLS

English C2 / Czech bilingual / Russian bilingual / French A2

EXPERIENCE

x Creative Director - Independent consultancy

Oct 2019 - now

Develop creative strategy from scratch including data analysis, brands DNA case studies and consumer behavior research to the production and final execution

Lead and inspire a multi-skilled team, fostering a culture that places a premium on ideas, creativity and innovation to stimulate original thinking and deliver industry-leading creatives

Lead brainstorm, concept development pitches and motivational sessions with the team working as a perfect catalyst between the creative team and top management

Create a positive, collaborate, supportive culture by being solution-oriented, and encouraging collaboration and respect

Helping establish and maintain project staffing and schedules depends on the project requires

Ability to provide reorganization and improvement of the creative department with a focus on creating better team communication and productivity to achieve better results

Strong discipline and organizational skills including the ability to manage multiple projects simultaneously

Improving brand positioning, companies values, and purpose in the post-pandemic world

Ability to analyze and improve marketing communication with the consumer, mapping the consumer's shifting behavior and allocation new target



EXPERIENCE

x Head of Art - Astratex Sept 2018 - Sept 2019

Developed successful rebranding e-commerce strategy for 7 European markets and implementation including data analysis, brand positioning, case studies, and consumer behavior research that needed the flexibility to communicate new campaigns daily without becoming boring or repetitive

Communication and reporting to the top management, CEO and board directly

Reorganization and improvement of the creative department (across LOBs) with a focus on creating better team communication, professionals selection, and productivity

An educational and motivational session with the creative department to provide clear guidance for the implementation and future goals of the creative strategy

Coordination of the creative team, communication with the developer's, marketing and sales department to uncover the brand's culture, values, and purposes which will help to achieve the best results in the final execution and company's synergy

x Senior Art Director - Zalando Dec 2017 - Aug 2018

Developed successful 360 degrees campaign for the celebration of Zalando's 10th anniversary, new visual communication and creative strategy for the event needed to be spearheaded

Communication and reporting to the top management, Executive Creative Director and VP

Facilitate cross-channel digital marketing strategies from ideation to content creation through execution

Lead, mentor and coach of the creative team of 15 people including Art Directors, Designers, Strategies and developers. Identified potential future talent for the creative team and develop where appropriate

Analysis of the brand's DNA, culture, values, and purposes which will help to achieve the best results in the final execution

x Creative Lead - Preciosa Sept 2017 - Dec 2017

Develop a creative department and creative strategy from scratch including data analysis, brands DNA case studies and clients identity research to the production and final execution

Develop relationships with all members of the creative team to have an intimate knowledge of their capabilities and motivations to best match their skills with the project requirement, keeping long-term growth in mind

Built and managed cross-functional and internal client relationships in focus on fashion luxury brands based in Italy, Spain, and France, to unify brand identity, awareness, messaging and storytelling

Worked alongside other teams in Marketing to push the creative expression of the brand to new levels of excellence

Strategic planning and development of new production approaches which promote agility and flexibility

x Senior Art Director - Ogilvy, Y&R April 2016 - Aug 2017

Articulated aesthetic requisites by translating client ideas across appropriate teams toward a successful product

Creatively and technically managed full lifecycle of in-scope projects across the appropriate studio or creative team members to successfully meet client needs

Lead, mentor and coach of the internal creative team of 5-10 people including Art Directors, Designers, Strategies, and developers

Set an example of creative excellence that inspires and guides a team to always reach for the highest brand standards



EXPERIENCE

Created a positive, collaborate, supportive culture by being solution-oriented, and encouraging collaboration and respect

Partnered with an internal team or client throughout the lifecycle of each project to ensure an end-result that meets brand integrity and marketing objectives

Active participant and subject matter expert supporting business growth from both new and existing client opportunities

Contributed to client relationship and pitches by being keenly aware of the client's business objectives

Solved problems through proactive involvement with the client and account teams against project goals

x Art Director - Glamour Magazine, OK! Magazine Aug 2013 - Feb 2016

Developed from scratch internationally well known strong brands of Glamour Magazine and OK! Magazine for the Czech market, implementing case studies and researches of the local culture specifics and mentality allocated the perfect target audience and successfully launched both magazines on the market. After a year, OK! Magazine was successfully acquired by the biggest a publishing house in the Czech Republic

Oversaw monthly all visual communication (print and online version of the magazines) special advertising sections, worked collaboratively with the sales team to develop templates, and executing layouts with provided materials

Directed the concepting and execution of any materials for brand campaigns, direct / sales campaigns and product launches, including TV, print, out of Home, brand marketing, social media, email, retail, experiential, and more

Lead hired and coordinated a team of designers (graphic, illustration, motion, 3D, packaging), copywriters and producers through management, planning, and creative development

Worked in close coordination with the Head Quarters in New York and London, local CEO, Publisher and Editor and Chief to elevate and iterate on the expression and realization of the quip brand across the company

Manage creative production/operations to make sure the organization and reporting of work is consistent, file management is structured and the cost implications of creative decisions are tracked

EDUCATION

MASTER OF ART - Future and Speculative Design - Teesside University, London

BACHELOR OF ART - Graphic Design - Teesside University, London

MASTER OF ART - Graphic and Illustration, Art History - Art Academy, Prague

OTHER INTERESTS

Emotional Intelligence / Neuroscience / Neuromarketing / Psychology / Cultural diversity / Mindfulness
/ Meditation / Art history and design / Classical music / Opera / Ballet / Sport / etc.

ABOUT

Irina specialized in fashion, beauty, and lifestyle luxury branding with a sustainable approach driven by data and creativity. She is focusing on producing work that is both simplistic and sophisticated with an emphasis on meaning, brand's values & purpose, neuro marketing etc.

As a Creative Director, she leads a multi-disciplinary team across a wide client base. Irina has a diverse skill set with specialties in creative direction, conceptual thinking, innovative ideas, interaction design, strategy developing, data analysis, mentoring, and leadership. She brings a fresh, original, authentic, and meaningful approach to the workplace with her boundless energy and enthusiasm.

Irina constantly developing herself and improving her professional and personal skills, either on the leadership courses, emotional intelligence seminars, at the international conference, life coach certificates or simply with reading the books, essay, reports and researches from all over the world. She is constantly monitoring the diverse markets and fields with the ability to integrate that information into the projects she works on.