

# RESUME

DENIS MAZNEV

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Bē  
Instagram  
in

portfolio  
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Art direction // Design // Conceptual art



I'm an ambitious, award winning creative with 7+ years of relevant industry experience. I split my time between advertising and fine art, and I'm capable of working various roles, involving art direction, design and conceptual art.

With degrees in advertising and design, and years of practice, I'm able to develop new ideas, visualise creative concepts and oversee the creative process from conception to final sign off.

## education

### LONDON COLLEGE OF COMMUNICATION | UAL

MA Advertising // First Class Degree (Distinction)  
Sep 2015 - Dec 2016 // London, UK

### UNIVERSITY OF SALFORD

BA Graphic Design // First Class Degree (Hons)  
Sep 2011 - July 2014 // Manchester, UK

### UNIVERSIDADE DO PORTO

BA Visual Arts // Erasmus exchange  
Feb 2013 - July 2013 // Porto, Portugal

### DR PETER BERON HIGH SCHOOL

English & German // First Class Degree  
Sep 2007 - July 2011 // Kyustendil, Bulgaria

## experience

Full work experience, including all jobs, internships, placements and references available on [LinkedIn](#)



### META

Sr. integrated designer //  
Sept 2021 - Jan 2023



### SAATCHI WELLNESS

Senior designer //  
May 2019 - Aug 2021



### THE ONLINE STUDIO

Midweight designer //  
Oct 2018 - May 2019



### BRANDWIDTH

Graphic designer & artworker //  
Jan 2017 - Oct 2018

### WORKED ON //

Ramadan & DisCo 22, NTT, Instagram, Net New, BRIM, Future Makers, DEI, Israel Start-ups, Women in Tech

### WORKED ON //

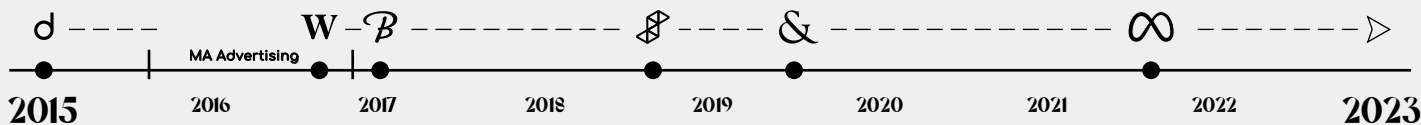
GSK, Galderma, Merck, Lixiana, P&G, Fertility Network UK, Restylane UK, Epiduo Forte, Akliief, Obseva

### WORKED ON //

Pinterest | Nike, Xbox, Kia, Jeep, Chevrolet, Universal, Underarmor, LEGO, Amazon Home, Redbull, Land Rover, McCormick, Newchic

### WORKED ON //

Toyota, Kia, Citroen, Royal Caribbean, The UN, FCO, JTI, Phillip Morris, IHG, Atkinsons, Organix, Mazda, AB Inbev, AHDB, Boehringer Ingelheim



## creative skills

### DESIGN

Art direction  
Concept development  
UX/UI design  
Video editing  
Motion graphics  
Branding  
Layout & editorial  
Infographics  
Data visualization

### CONCEPT ART

Character design  
Illustration  
Digital & analog painting  
Photography  
Image retouching  
Storyboarding  
Sketching

## software



## languages

**ENGLISH** Fluent  
**BULGARIAN** Native  
**SPANISH** A1  
**PORTUGUESE** A1

## trivia



### BOOKS

Dune  
War & Peace



### PAINTERS

Alexandre Cabanel  
Gustav Klimt



### DESTINATIONS

Cambodia  
Costa Rica



### TV SERIES

Mad Men  
Dark



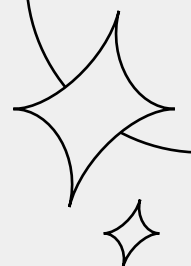
## META [FACEBOOK]

Senior integrated designer // Sept 2021 - Jan 2023

My responsibilities as a senior integrated designer at Meta primarily included the application of the current Facebook/Meta brand style on all creative coming from EMEA's marketing team. As this role was internal, it required ongoing collaboration with various stakeholders, production partners, project managers and other creatives to ensure all materials coming from Meta were produced appropriately and fulfilled the projects' needs.

**PROJECTS //** DisCo Holiday camping 2022, Ramadan, Future Makers, Net New Podcast, DEI Guidebook, BRiM, Israel Start-up Programs, Now Then Ten Podcast, The Short Showcase, Women in Tech, Verticals projects

**TYPE OF WORK //** Creating a variety of on and off-platform materials, campaign localisation, UX/UI design, supervising third party work, animation, video editing, branding & brand guidelines development



## SAATCHI & SAATCHI WELLNESS

Senior designer // May 2019 - Aug 2021

As a Senior Designer at SSW my primary focus was on developing new creative ideas for a variety of clients and projects. My involvement would usually start at the pitch phase, in which ideas are explored and visualized, followed by further development, internal and external production and final delivery. I often worked on projects in collaboration with other team members or external partners.

**CLIENTS //** Galderma, GSK, Nucala, Merck, Lixiana, Epiduo Forte, Fertility Network UK, Obseva, Aklied

**TYPE OF WORK //** Creative campaign visualization, UX and UI design, video editing, animation, social/digital design, web design, storyboarding, branding, brand guidelines development, retouching, supervising third party work and junior team members



## THE ONLINE STUDIO [PINTEREST]

Midweight designer // Oct 2018 - May 2019

As a Digital Designer at The Online Studio my day to day responsibilities primarily included the creation of sponsored content for Pinterest, video editing/motion graphics and visualization of offline advertising materials. Often I had to create content for multiple clients simultaneously and deliver grid mock-ups for better understanding how content is displayed on the platform amongst organic content.

**CLIENTS //** Pinterest, Nike, XBOX, Chevrolet, Universal, Kia, Underarmor, LEGO, Amazon Home, RedBull, Land Rover, McCormick, Newchic, Wayfair, Jeep, Glade, Allmodern, Living Spaces, Nordstrom, Milk

**TYPE OF WORK //** Pins (standard content and in-feed advertising), retouching, motion graphics and insitu visualizations, pitch preparations, outdoor advertising mockups



## BRANDWIDTH

Graphic designer & artworker // Jan 2017 - Oct 2018

My role at Brandwidth covered various creative mediums - from digital design and art direction to print preparation and UI/UX work. Simultaneously working over different projects presented a daily challenge, as well as an opportunity to grow as a creative. I got the chance to develop various creative projects (print, email, social, digital) from initial sketches to final delivery.

**CLIENTS //** Toyota, Kia, Citroen, The UN, Royal Caribbean, FCO, JTI, Phillip Morris, AB Inbev, Mazda, Atkinsons, AHDB, IHQ, Boehringer Ingelheim, Organix, IRN, Peter Rabbit, Placeshapers,

**TYPE OF WORK //** UX/UI, email, banner and web design, infographics, social assets, game design, art direction, brochure design, advertorials, pre-press, retouching, branding, campaign ideas, photo shoot planning, illustration

Complete work experience, including all previous full time roles, internships, placements, references and skills available on [LinkedIn](#)