

# RESUME

DENIS MAZNEV

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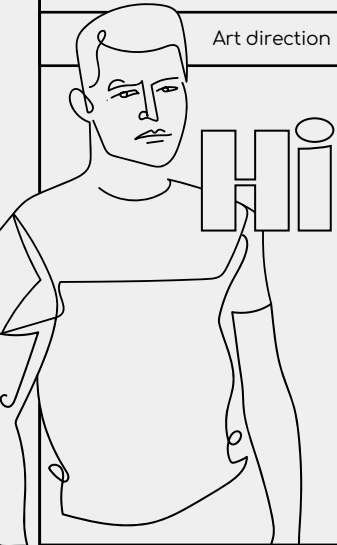
Bē



in

portfolio  
denismaznev.com

Art direction // Design // Conceptual art



I'm an ambitious, award winning creative with 8+ 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](#) <

### GSMA

#### GSMA

Sr. UI designer //  
Aug 2023 - present

#### WORKED ON //

GSMA.com UX/UI development, creation of component library, development of templates for online reports and microsites



### META [FACEBOOK]

Sr. integrated designer //  
Sept 2021 - Jan 2023

#### WORKED ON //

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



### SAATCHI WELLNESS

Senior designer //  
May 2019 - Aug 2021

#### WORKED ON //

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



### THE ONLINE STUDIO

Midweight designer //  
Oct 2018 - May 2019

#### WORKED ON //

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

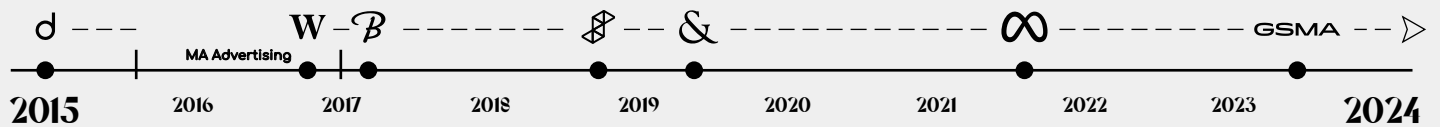


### BRANDWIDTH STUDIO

Designer & artworker //  
Jan 2017 - Oct 2018

#### WORKED ON //

Toyota, Kia, Citroen, IHG, Mazda, Organix, The UN, Phillip Morris, Royal Caribbean, Japanese Tobacco Int., Atkinsons, AHDB



## creative skills

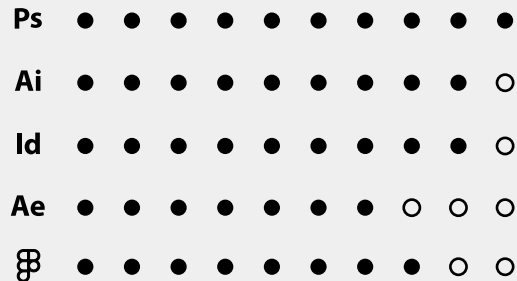
### DESIGN

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



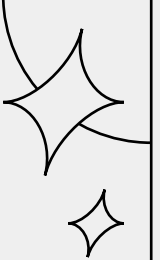
### DESTINATIONS

Cambodia  
Guatemala



### TV SERIES

Mad Men  
Dark



## GSMA **GSMA**

Senior UI designer // Aug 2023 - present

I was hired by GSMA on contracting bases as a senior UI designer with the sole purpose of redesigning their existent website. My responsibilities included the elevation and further development of the company's brand identity online, creation of various pages (both desktop and mobile), building a library of reusable components for future use and establishing a cohesive user experience throughout the GSMA internet platform.

**PROJECTS //** GSMA.com

**TYPE OF WORK //** User Experience and User Interface design, component library creation, brand evolution and development, art direction, usability and accessibility testing



## **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 primarily 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, Aklief

**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, 1HQ, Boehringer Ingelheim, Organix, IRN, Peter Rabbit, Placeshapers,

**TYPE OF WORK //** UX/UI, email, web design, infographics, social assets, game layout, art direction, print design, 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](#)

