

Asya Demidova

multidisciplinary design / creative direction

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professional experience

Oct. 2020–present	freelance	Pull&Bear, TheNewYorkTimes, LOEWE x theblueprint, LazyOaf, Forbes, Freethink, Vox, Bloomberg
May 2022–Aug. 2023	art director (hybrid)	Cogs&Marvel (Google, Meta, House Of Instagram)
May 2020–present	creative / art director	beeasykid, FINNA
Sep. 2018–July 2022	creative / art director	d12studio
June 2018–Dec. 2019	creative / art director	impact A&C
Oct. 2016–Dec. 2019	head of design / design director	Character Studio (Caprice, Keddo, woowooki)
Apr. 2014–Sep. 2016	visual merchandiser / display designer	Sportmaster Co
Nov. 2013–Jan. 2014	art director (internship)	Young&Rubicam
Sep. 2012–Jan. 2013	multidisciplinary designer	Content Union LLC
Sep. 2011–June 2012	graphic designer / illustrator	Keddo Inc

education

2016–2017	BA(Hons) graphic design, diploma with honours	University of Hertfordshire
2009–2011	DipHE graphic design and illustration	BHSAD
2006–2011	MA Business administration and management, diploma with honours	Mendeleev University of Chemical Technology

advance training

2018	course: ‘Fast and effective UX Design’	CreativeLive
2017	workshops: concept, font and illustration	United Workshops (Mind Design / Hey / Dia Studio)
2017	create own typeface	Grilli Type
Sep. 2013	course: ‘Shop-window concept: the creation of effective techniques for commercially successful showcases’	Fashion Consulting Group

awards/expositions

2023	WBDS Creative Design Awards – Commended Award – Brand Design Creation
2022	I CAN DO IT MYSELF (Best Short Film, SICAFILM Los Angeles)
2021	Iron A-design award
2021	AR international exhibition (Nis, Serbia)
2018	Integrated Graphic Design, Indigo Design Awards
2017	ISTD Award, Member of The International Society of Typographic Designers
2017	Reveal graphic design exhibition (Degree Show)

skills

Art Direction	Illustration
Graphic Design	Presentation Skills
Branding & Identity	Team Management
Digital Design	Social Media Design
Lettering/Type Design	360 campaign
Photography	Visual Storytelling
Concept	Book Design
Exhibition Design	Creative Work
Packaging Design	Strategic Thinking
Editorial Design	Web Design

Illustrator, Photoshop, InDesign, Figma, Blender3D, After Effects, Cinema4D

AR, VR, 3D printing, set design, screen printing

methods

Design Thinking
Design&User Research
Design Sprint

Fluent English and Russian

publications & appearances

2022 → do we [fancy] art direction?
2021 → [It’s Nice That: interview](#)
2021 → [zollfreilager: special issue](#)
2019 → branding published in the book: [Fully Visualized: Branding Stories](#), Sandu Publishing