

**IVAN H. STOILOV**

résumé

ART DIRECTOR AND  
BRAND COMMUNICATION EXPERT



25+ YEARS FIELD EXPERIENCE IN STRATEGIC COMMUNICATIONS AND BRAND COMMUNICATION MANAGEMENT WITH AN APPLICATIONAL APTITUDE FOR THE MAINSTREAM AND SUBCULTURAL TRENDS AND INSIGHTS.

PROVEN CREATIVE COACH WITH A CLEAR VISION OF THE POSITIONING AND STRATEGY, UP TO PROJECT MANAGEMENT, EXECUTION AGENDA AND PUBLIC LAUNCH FEATURE.

DESIGN PROFESSIONAL, LOYAL TO "GESTALT" PRINCIPLES WITH EXQUISITE VISUAL CULTURE AND MASTER OPERATIVE SKILLS, CAPABLE TO DRIVE A SKETCH IDEA TO GENUINE AND ALLURING VISUALIZATION.

HUSBAND AND FATHER OF TWO; MUSICIAN & MUSIC ENTHUSIAST; ROCK BAND MEMBER; PASSIONATE PC GAMER; ARTIST AND PERSON WITH ROUND, CLEAR AND CONTEMPORARY WORLDVIEW.

## PROFESSIONAL LEVEL SKILLS AND QUALIFICATIONS

### CREATIVE DIRECTION

Award winning, locally recognized senior creative director with tons of advertising works; Pioneering art director, ever since the '90s, involved in many blue-chip co's brands launches on the regional market; Branding master and visionary with knowledge and experience in both product and service communication.

### MANAGEMENT

Responsible manager with natural integrity. Trusted team leader and project-manager with years in coaching of creative teams, talent development and cross-team collaboration.

"Creative head in charge" for numerous projects and campaigns including TV and video production; Print; Web; Product packaging and product brand landing; Product/service launches; Entertainment production and publishing (music/books), Event advertising and PR; Social campaigns and more.

### DESIGN AND VISUAL

Art director with contemporary vision and style. University degree designer, desktop publishing artist and computer graphics expert.

Pro-level fields of expertise:

- Packaging design;
- Lettering, typography and logo;
- Illustration and digital illustration;
- Digital imaging, retouche and photography;
- Print and Digital Desktop Publishing;

## CAREER

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- 2006 - PRESENT*  
*Chief Creative Officer / partner at*  
*OH YEAH : DESIGN COLLECTIVE, SOFIA, BG*
- Deal with clients and contractors; Interview, recruit and guide reliable and talented creatives; Cross-coordinate studios, freelancers and attend to design jobs on daily basis in order to meet both client call and company standards; Extensively performing studio director duties in professional environment for key clients combined with more independent, social and artistic projects.
- 2006-2007*  
*Creative Supervisor at*  
*DEMNER, MERLICEK & BERGMANN*  
*(DMB-SOFIA)*
- Lead and perform a team brainstorming sessions; Provide fresh ideas and executions for agency accounts and advertising pitches; Present concepts and drafts to chief creative officer and client service director. Take care of the design workflow; Highly Involved in scripting, storyboarding and production process, location scouting, model casting, production styling for both motion and photo production, mainly for the agency key account Vodafone [MTel/A1 brands].
- 2002-2006*  
*Group Creative Director at*  
*J. W. THOMPSON SOFIA*
- Co-Head of creative department of local JWT office, with up to ten subordinate designers, art directors, DTP artists and copywriters in biggest Bulgarian advertising agency at the time with 40+ employees. Responsible to assemble and maintain a top-performing creative team, capable to run and execute million-budget campaigns and major design projects for high profile blue-chip accounts such as Nestlé, Kraft Foods, Brewinvest and Eurobank. Served as primary inter-department coordinator and in-charge creative contact, art director and graphic designer. Engaged on a daily base to provide new and innovative concepts, preliminary sketches, concept boards and maintain graphical standards, templates etc. Verbalize and present concepts, ideas and executions to the client service and in front of the respective client.
- 2000-2002 Art Director*  
*1998-2000 Senior Graphic Designer at*  
*HUTS/SPOT THOMPSON, SOFIA*
- Obtaining vast amount of daily design duties. Brainstorm with team members. Work close with copywriters to develop and present concepts, ideas and executions to the creative director. Involved in production process, location scouting, model booking and styling for TV and photo as well as in the direction and supervision.
- 1993-1997*  
*Graphic Designer at*  
*GRAPHLIN LTD, SOFIA*
- Serve as graphic designer and production supervisor in big outdoor branding and fleet branding firm. Develop and manage production of all type of print materials, such as brochures, POPs, stationery, catalogues, large prints etc. Many DTP and design responsibilities in parallel with production and field duties such as professional image scanning, large format plotter/cutter operating, outdoor montages, fair and event setting, prep and fitting.

## SOFTWARE PROFICIENCY

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### *PRO LEVEL:*

Adobe Illustrator  
Adobe PhotoShop  
Adobe Bridge  
CameraRAW  
AcrobatX

### *SEMI-PRO:*

BM DaVinci Resolve  
Afinity Photo  
Afinity Designer  
Adobe Premiere  
Adobe AfterEffect  
CaptureOne  
Sony Vegas

### *ACQUAINTED:*

FontForge  
Blender  
AutoCAD  
3DSudio  
Propellerhead Reason  
Steinberg Nuendo

## AWARDS AND NOMINATIONS

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- Member of the jury FARA 2007
- Best Packaging Design Silver Award FARA 2008
- Best Packaging Design nominee FARA 2007
- Best Out of Home Advertising nominee FARA 2006
- Best Corporate Identity nominee FARA 2006
- Best Corporate Identity nominee FARA 2005
- Best Corporate Identity nominee FARA 2005
- Best Logo Design Bronze Award FARA 2003

## FORMAL

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*6 Jan 1973 Pleven, Bulgaria*  
*Male*

## EDUCATION

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*1991-1996* *Master of Science* Engineering in Interior Design  
UNIVERCITY OF FORESTRY, SOFIA and Furniture Design and Technology;

*1985-1990*  
HIGH SCHOOL OF MATHEMATICS, PLEVEN

## CONTACT

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more credentials could be presented upon request