IHOR STROHOV

SENIOR ART DIRECTOR

CREATIVE LEADERSHIP / MOTION & 3D / AI & CREATIVE TECHNOLOGY

i.strohov@gmail.com

PROFILE

Senior Art Director with 9 years of experience across leading Ukrainian advertising agencies, combining creative strategy, art direction, graphic design, motion and 3D production. I develop and present concepts, lead multidisciplinary teams, and deliver brand launches, campaigns, identities, packaging, retail and HoReCa experiences, and digital content.

Hands-on experience with commercial shoots and production of advertising films, speeches, blog content and social media campaigns. Alongside traditional production, I use generative AI and web technologies for image, video, audio and music creation, workflow experiments and practical prototypes.

SELECTED STRENGTHS

Creative Direction & Concepts / Team Leadership / Creative Strategy / Client Presentations / Brand Identity & Packaging / Motion & 3D / Commercial Production & SMM / AI Image, Video & Music Generation / Creative Prototyping

AWARDS & RECOGNITION

Contributed to four recognized projects, with roles spanning art direction, identity design, 3D character creation, motion and case-film production. Awards recognize the projects and their wider teams.

Carol for Charity | Saatchi & Saatchi Ukraine (2022–2023)

Motion Designer / Case Video Production

- Cannes Lions — Silver
- Cannes Lions — Bronze
- The One Show — Bronze
- London International Awards — Silver
- Golden Drum; ADC Europe — recognition (level not specified)
- KIAF — Grand Prix

Pet Register | YARCHE (2024)

Art Director / Modular Identity / 3D Character / Motion

- Ukrainian Design: The Very Best Of — 2 awards
- ADC*UA — Bronze

Gridwe | YARCHE (2024–2026)

Case Video Production / Post-Production

- Red Dot Design Award 2026 — Winner
- Ukrainian Design — Best of

THRASH! — Listen, Prices Are Low | YARCHE (2025)

Art Director / 3D Artist

- Ukrainian Design — Best of
- ADC*UA — Shortlist

EXPERIENCE & EXPERTISE

PROFESSIONAL EXPERIENCE

YARCHE (Lion&Mosquito;) 2024–2026

Art Director / AI Unit Lead

- Developed campaign concepts, key visuals, brand communications, motion graphics and 3D content; directed visual execution and presented ideas to clients.
- Created Lion&Mosquito's agency visual identity, branded characters and a cohesive brand communication system.
- Developed the agency's AI capabilities, integrating generative tools and practical automation into routine creative and production tasks.
- Built AI-assisted workflows for reference discovery, competitor research and automated FMCG packaging concepts for retailers and private-label brands.

Saatchi & Saatchi Ukraine 2022–2024

Art Director / Team Lead

- Led creative development for JTI brands including Ploom, Winston and Sobranie, coordinating a cross-functional team on brand launches and communications.
- Presented and defended concepts; guided approved launch ideas through production, developing key visuals, loyalty initiatives, brand guidelines and toolkits.
- Worked across 3D visualization, retail and HoReCa environments, branded merchandise and seasonal campaigns.

MullenLowe Adventa 2018–2022

Motion Graphic Designer / Production

- Produced motion graphics, animated advertising assets and case films; collaborated with creative and production teams.

TABASCO 2017–2018

Graphic Designer

- Designed visual assets and advertising materials for brand communications and campaigns.

AI & CREATIVE TECHNOLOGY

Hands-on generative image, video, voice and music production; prompt development; AI-assisted research and creative workflows. Developed AI-assisted automation for FMCG packaging concepts for retailers and private-label brands. Web prototyping and AI-assisted coding; familiar with HTML, CSS and JavaScript fundamentals.

EXPERTISE & TOOLS

Art Direction / Brand Launches / Campaign Concepts / Key Visuals / Identity & Packaging / Commercial Shoots / SMM / Motion Design / 3D Visualization / Video Editing / Compositing / Adobe Creative Cloud / Figma / Generative AI

LANGUAGES

Ukrainian — Native / English — Basic conversational (developing)