



GOLDI DONSKAYA

ART DIRECTOR & CREATIVE DESIGNER

My passion lies in storytelling that shifts perspective, using strategic visual craft to find the bigger picture and reframe how people see and feel a story. To me, creativity is above all a powerful tool to break patterns and transform an idea through design, motion, or words.

WORK EXPERIENCE

NOV 2025 – PRESENT

Freelance Art Director & Creative Designer, Berlin

- * Shaped the art direction for TECH by Handelsblatt's cross-channel campaigns, for a media brand reaching 19M+ readers across print, social, and on-site.
- * Built brand identities and visual systems from concept to rollout for clients, including Goldental Center for Mental Health.

NOV 2023 – SEP 2025

Art Director, GREENTECH FESTIVAL, Berlin

- * Led the creative concept and art direction for campaigns reaching 500k+ impressions, including "It's About Our Lives", featured on Ads of the World.
- * Owned and evolved the visual identity across campaigns, presentations, social, and on-site branding for an event with 15K+ attendees.

NOV 2020 – AUG 2023

Art Director, Avraham Advertising Agency, Tel Aviv

- * Directed campaign concepts, brand identities, and visual languages across TV, OOH, print, and social for 10+ clients.
- * Drove projects from concept to execution, leading large-scale photoshoots and mentoring junior designers and freelancers to protect the creative vision.
- * Partnered with leading brands across finance, food, media, healthcare, automotive, and education, translating each brief into a distinct creative idea.

JUN 2020 – NOV 2020

Graphic Designer, TCM International Trade Ltd

- * Designed 50+ digital marketing assets per month, supporting campaigns that measurably increased audience engagement.

PORTFOLIO

www.goldi-donsk.com

CONTACT

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EDUCATION

Tel Aviv University, Bachelor of Fine Arts (BFA), Film & Television, 2017

"Habetzefer" School of Advertising, Diploma in Art Direction (with honors), 2020

KEY SKILLS

Art Direction

Concept Development

Communication Design

Branding & Visual Identity

Copywriting

Adobe Creative Suite incl.

Photoshop, Illustrator,

InDesign, After Effects

Figma

AI tools

LANGUAGES

Hebrew: Native

English: Fluent (C2)

German: Advanced (C1)

Russian: Intermediate (B1)