

Goldi Donskaya

Art Director & Visual Storyteller

PORTFOLIO

www.goldi-donsk.com

CONTACT

Goldi.donsk@gmail.com
+49 1768 4424480
Berlin, Germany

EDUCATION

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

"Habetzefer" School
of Advertising, Diploma,
Art Direction (With
Honors), 2020

KEY SKILLS

Art Direction
Concept Development
Communication Design
Branding & Visual Identity
Adobe Creative Suite

LANGUAGES

English (Fluent)
German (Proficient)
Hebrew (Native)
Russian (Intermediate)

I craft storytelling at the intersection of aesthetics and meaning, always seeking the form that best represents an idea through design, motion, or words. Curious and hands-on, I thrive on exploring new tools, extending visual languages, and building systems that grow with a brand.

WORK EXPERIENCE

Nov 2023 – Sep 2025

Art Director, GREENTECH FESTIVAL, Berlin

- * Led creative concepts and design for campaigns, including *"It's About Our Lives"*, featured on Ads of the World.
- * Expanded and evolved the visual identity, ensuring consistency across campaigns, social media, and on-site branding.

Nov 2020 – Aug 2023

Art Director, Avraham Advertising Agency, Tel-Aviv

- * Directed and shaped brand identities, visual languages, and campaign concepts across TV, OOH, print, digital, and social media.
- * Led photoshoots and design workflows from concept to execution, ensuring high-quality visual storytelling.
- * Collaborated with clients across finance, food, media, healthcare, automotive, and education, delivering tailored creative solutions.

May 2020 – Aug 2022

Creative Designer, Freelance

- * Crafted concepts, brand identities, and visual storytelling for diverse clients, from research and ideation to final execution.

Jun 2020 – Nov 2020

Graphic Designer, TCM International Trade Ltd

- * Designed digital marketing content to engage audiences and support campaigns.