

Goldi Donskaya

Art Director & Graphic Designer

A person of ideas, passionate about storytelling and developing visual language. My work is focused on representing each idea in the most accurate way. I am an experienced art director with a high capacity for self-learning and a constant hunger for innovation.

WORK EXPERIENCE

2020-2023

Art Director, Avraham Advertising Agency, Tel-Aviv

- * Creative and art direction:
Concept & idea development, presentation, visual language and brand identity.
- * Communication design and supervision:
Outdoor advertising, storyboards, TV spots, print and digital campaigns.
- * Clients from various sectors:
Business newspaper, cookware company, banks association, medical herbs company, automotive university, etc.

2020-2021

Graphic Designer, Freelance

Branding and graphic design for various clients: Research, concept development, brand identity and visual language.

2020

Graphic Designer, TCM International Trade Ltd

Digital marketing and communication design.

2018-2019

Content Creator, Freelance

Social media content for various clients: design, photography, copywriting and management.

PORTFOLIO

www.goldi-donsk.com

CONTACT

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Berlin

EDUCATION

BFA in film & television,
Tel-Aviv University, 2017.

Diploma in art direction
& graphic design,
"Habetzefer" School
of Advertising, 2020,
graduated with honors.

ADOBE SKILLS

Photoshop
Illustrator
Indesign
Premiere
After Effects

LANGUAGES

Native Hebrew
Fluent English
Very good German
Basic Russian