



Goldi Donskaya

Art Director & Creative Designer

PORTFOLIO

www.goldi-donsk.com

CONTACT

[Linkedin.com/in/goldi-donskaya/](https://www.linkedin.com/in/goldi-donskaya/)
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 incl. Photoshop, Illustrator, Indesign, After Effects
Figma UX/UI
AI tools

LANGUAGES

Hebrew: Native
English: Fluent (C2)
German: Advanced (C1)
Russian: Intermediate (B1)

My passion lies in 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 2025 - Present

Freelance Art Director & Creative Designer, Berlin

- * Created cross-channel campaign assets for TECH by Handelsblatt, reaching an audience of 19M+, including print ads, social media, and onsite communication.
- * Developed brand identities and visual design systems for clients, including a [Center for Mental Health](#).

Nov 2023 - Sep 2025

Art Director, GREENTECH FESTIVAL, Berlin

- * Led creative concepts and design for campaigns reaching 500k+ impressions including "*It's About Our Lives*", featured on [Ads of the World](#).
- * Evolved the visual identity, ensuring consistency across campaigns, presentations, social media, and on-site branding for an event with 15K+ attendees.

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 large-scale photoshoots and design workflows for 10+ clients simultaneously from concept to execution, mentored junior designers and freelancers, ensuring high-quality visual storytelling.
- * Collaborated with leading clients across finance, food, media, healthcare, automotive, and education, delivering tailored creative solutions.

Jun 2020 - Nov 2020

Graphic Designer, TCM International Trade Ltd

- * Designed 50+ digital marketing assets per month, supporting campaigns that led to a measurable increase in audience engagement.