

YEVA YULIA

ART DIRECTOR & CREATIVE PRODUCER

CONTACT

+971585692500
Yevayuliia@gmail.com

EXPERTISE

- Concept ideation
- Video creation
- Design
- Branding
- Project Management

SOFTWARE KNOWLEDGE

Adobe photoshop
Adobe inDesign
Adobe premier Pro
Figma
Notion
AI Claud

PERSONAL SKILLS

Creative Concept Development ·
Art Direction ·
Visual Storytelling ·
Creative Strategy ·
Brand Development & Rebranding·
Campaign Direction & Production Event Concept Development ·
Fashion Shows & Art Exhibitions ·
Creative Leadership ·
End-to-End Production Management ·
Scriptwriting & Narrative Development

PERSONAL PROFILE

Visionary Art Director and Creative Producer. Even inside the biggest companies, I was brought in to see what the brand could become, then build it.
Trained as a filmmaker, with a bachelor's degree from the Faculty of Film and Art, and 12 years across art, fashion, events, branding and film. I directed and produced every campaign and shoot I worked on.

I take a brand from the first idea to the campaign, and I build the team and production that make it happen. At Majid Al Futtaim I set up an in-house studio that saved the company 5 million AED, wrote the content guidelines for 17 markets, and brought an outdated brand back to looking young. Before that, I conceived and directed events, fashion shows and art exhibitions.

PROFESSIONAL EXPERIENCE

LEAD CONTENT PRODUCTION MANAGER

Lead Content Production Manager, Majid Al Futtaim | Jan 2023 -2026

- Grew social media engagement by up to 154% in the first year, from the day I started.
- Built the in-house production studio from zero: the space, the equipment, the team and the workflow. Saves the company AED 5 million.
- Produced the brand's major campaigns end to end, from concept through filming to post-production: three Ramadan campaigns, two Back to School, 2 Black Friday, Mother's Day and Father's Day. 20+ campaigns delivered.
- Part of the team that rebranded the company and made it look young again.
- Took the regional brand role: wrote the brand and content guidelines for 17 markets.
- Trained 17 markets in photography and videography: what to shoot, how to stay consistent, how to work with influencers, and how to film on a phone and still look premium.
- Connected social media visuals to the brand's identity, so every post looks like the brand.

ART DIRECTOR

KnY 2021-2023

- Conceived and directed events, fashion shows and art exhibitions: wrote the central idea, then built the visuals, the narrative and the materials to deliver it.
- Built visual concepts that connect the purpose of each event with its audience and atmosphere.
- Created visual storytelling and creative materials for brand and campaign and their Social Media projects.
- Worked with production to turn each concept into a finished show, from vision to execution.

SET DESIGNER

Set Designer, Star City Production | 2017 – 2020 | Singapore & Manila
Movie sets and advertising sets

- Designed the look and feel of movie and advertising sets: chose the concept, the colour, the materials, the props and the atmosphere of each set.
- Worked with clients and the director to turn the brief into a built, shootable world.
- Relocated to Singapore in 2019 to design the sets for the show.

EDUCATION

PROFESSIONAL DEVELOPMENT:

School of Marketing, MAF | 2023–2024

BACHELOR'S DEGREE — FACULTY OF FILM AND ART

University of Culture and Arts | Kyiv, Ukraine | 2010–2015

MASTER'S DEGREE IN ART AND ART HISTORY

In progress