

Goncharov Pavel

DOB: 22 June 1974
Place of residence: Moscow
Citizenship: Russia

Contact Information:
e-mail: goncharovp@gmail.com
Tel.: +7 926 525-65-48
Portfolio: www.heliosblack.com



Experience – 20 years
Previous jobs (10 years)

December 2014 – present time	Corporation "Academy of Scientific Beauty" Designer
Function and achievements	While working for the company, I conducted a full rebranding of one of the key areas of the corporation - VIVAX (innovative peptide drugs). A new packaging was created, advertising and corporate materials were updated. New creative concepts for the visual presentation of the product on the market have been developed. The basic stylistics of visualization of the updated direction is given. A subbrand of VIVAX team was added to participate in various events. Developed new brands of the corporation: Nanopep, Citomatrix, Laboo10, ABC of snow-white smile. He also continuously participated in the preparation of exhibition stands, field events, the organization of event projects, the shooting of commercials. Advising regional representative offices on issues related to the brands of the corporation.
november 2012 – may 2014	Theater and concert project Showmart Lead designer
Function and achievements	Cooperating with the company, he was engaged in creating visual materials to cover the activities of Moscow's theatrical and concert venues in the Internet and implementation points. Creation and development with the "O" project "Theater at Home." Within the framework of joint projects with a group of companies, Dilyaver participated in the escorting and development of exclusive events: Cannes Lions, Night of Advertising Eaters, Red apple, Christmas tree in the Kremlin. Development of creative concepts and design.
october 2007 – may 2012	Barclays Designer
Function and achievements	Interacting with the marketing department has renewed the stylistics for the Russian representation of Barclays, Barclays Premier, Barclays Capital. Prepared for introduction and registration of the main pages of the Learning Management System (LMS). Was engaged in the creation of advertising campaigns. Making presentations. Preparation and development of advertising materials and advertising information products.

june 2003 – october 2007	Group "IMA" (Publishing House "IMA-Press", IMA groups, IMA-consulting) Art Director
Function and achievements	The organization works with key clients of the company and government contracts. Planning and job assignment of the design bureau, the interaction with the client department, control of incoming materials. Development of image projects of "Gosznak", advice and assistance in the development of internal communications. Organization and full support advertising campaigns «Yale, Shell, 3M». Create and control of the development of social projects of the Presidential Administration of the Russian Federation, Moscow City Government. Support information and advertising projects Kimberly-Clark, Schering AG, VEB, VTB, Aeroflot, Ingosstrakh, Novatek, RAO UES.

Education: Higher education
2003
Voronezh State University of Architecture and Construction
Faculty of Architecture and Urbanism

Further training courses:
2005 Real Time School, Maya Basics

Languages:
Russian - native
English – intermediate

Professional skills, additional information

I have extensive experience in implementing and managing projects of varying complexity from idea to result, professionally own profile (design) programs and technologies, creative thinking, understanding of marketing goals, I have a rich experience of successful work with people of creative professions. I am able to approach the problems in a variety of ways, reproduce certain stylistic features, create accents with various visual means.

I am engaged in creation of creative concepts, advertising materials, infographics, development of designs in the field of POSM, representative products. Creating ideas for commercials. Development of trade marks and corporate styles. Visualization of ideas, protection of projects in the working group to the client. I am able to work in a team, I easily find a common language with the team, I'm not afraid to make my own decisions, I'm responsible. I have experience managing a small team, distribution and delegation of duties. I carry out tasks quickly and qualitatively.

Professional proficiency programs

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe InCopy, Adobe Flash, Adobe Acrobat, Adobe Lightroom, Adobe Muse, Enfocus PitStop, CorelDraw, QuarkXPress, ScetchUP, MS Office.

Computer skill level

Expert user PC and MAC, Wacom tablet.

Link to portfolio: www.heliosblack.com