

Elena E. Asseeva



Current address

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Personal data

Date of Birth : 26.02.1975

Citizenship: Russia

Languages: Russian (mother language), English (Excellent), Italian (Good)

SUMMMARY

- Member of Russian Society of Professional Designers since 2000
- Laureat of International Design Forum in Sochi for developing a Brand and Graphic Complex for the resort city Gelendzhik (Russia).
- Prize “Cover of the Year 2008” for Design of the Resort Property Magazine (Moscow).
- PhD in Art History and Theory of Art (St.Petersburg, 2002)
- Research Associate on Art History at Harvard University (2002-2004)
- PhD research work «Post-War Russian Abstract Art (1950-1980)» was awarded with Grant of the President of Russia’ Council for the Support of Young Russian Scientists and Research Schools (2004)
- Owner and author of the programs for ICL Design School in Russia (www.icl-international.ru)
- Teacher of disciplines “Design Project” and “Composition” in ICL Design School
- Owner of Resort Design Studio in Russia (www.resortdesign.ru)
- Programs: Excellent Knowledge of Adobe Design Standard (Illustrator, Photoshop, Streamline, Indesign, Flash, Premier). Basic knowledge of 3D Max (designing of static objects).
- Drawing and Painting by Hand, making sketches both on Paper and by using Wacom.

PORTFOLIOS

- Design Portfolio: www.resortdesign.ru
- Art Portfolio: www.asseeva.it

PROFESSIONAL EXPERIENCE

October 2009 –current

ICL Design School - Resort Design Studio, Russia
Owner, Art Director, Designer
www.icl-international.ru | www.resortdesign.ru

- Teaching of Graphic Design and Computer Graphics
- Developing Design programs
- Developing project ideas with group of designers, controlling the project terms.
- Designing projects for the most important clients such as big hotels brand development, interior design.
- Resort Design Studio is connected with ICL School of Design (Russia) and is a place, where students can have a practice and start their first design works.

June 2007-October 2009

Resort Property Magazine, Russia, Moscow
Project Manager – Art Director
(The magazine is a Part of Venco Development Corp.)
www.resortproperty.ru

- Launching a new magazine in Russia, financed by Venco Development Corp.
- Analyzing a market of the magazines, collecting information, making project conception and presentation.
- Developing and designing of the magazine for 2 years with group of designers. Launching a web-site, working with photo-banks, organizing photo-shootings, editing articles and materials sent. Working with such world-known photographers and architects as Victor Romero, Fabian Cevallos, Paolo Miserini, Zaha Hadid.
- Developing AD materials for the magazine such as brochures, leaflets, posters, ads in media
- Trade show preparations.
- Resort Property Magazine in 2008 was awarded with “Cover of the Year 2008” Prize in Design and Architecture Nomination.

October 2004-June 2007

Venco Development Corporation (USA)
Director of Marketing
Dubai Branch
VICC (Venco-Imtiaz, part of Venco)
Afghanistan Branch
www.vencocorp.com
www.viccbiz.com

- Starting the Marketing & Design Department
- Promoting VICC-Venco on Afghanistan Market and Dubai Market
- Finding new clients
- Advertising materials such as brochures, leaflets, posters, web-sites, advertising in media
- Trade show preparations

September 2003 - September 2004

Nadezhda.SPA Resort Hotel 5*, Russia
Brand Consultant,
www.nadezhda.ru

- Market analysis and re-branding
- Trade Marks Registration
- Preparation of marketing plan according to the new brand conception
- Developing of Firm Style Book according to the new brand conception
- Proposal of design and AD solutions (Graphic Design, web-design, POS, product placement, etc)

Results of Re-branding project were:

- “Silver Crown of Travel Industry - 2004”
- Silver Prize «For high quality. New millennium - 2004» (International Program «Golden Galaxy» for Quality and Development, supported in Russia by Russian-American Chamber of Commerce)

April 2003 – September 2003

Wine Company “Gelendzhik”, Russia
Brand Consultant

- Market analysis
- Collecting historical materials and making brand philosophy

- Trade Marks Registration
- Developing of Firm Style Book according to the new brand conception
- Proposal of design and AD&PR solutions (graphic design, layout design, building PR companies, presentations, interior conceptions, wine-tasting tours, etc)

April 2002 –March 2003

*Gloria Jeans Corporation, Russia
Art Director*

- Responsible for the firm style for Gloria Jeans Retail Chain development (web-design, graphic design , PR, interior/exterior design)
- Media Planning and Brand Development, Publishing, AD Style Control
- Developing New brands for Corporate Products.
- Brand Communication, building a link between Marketing Department and AD producing.

May 2000 –February 2002

*Interaction Multimedia
Company,Russia
Senior Graphic Designer.*

- Developing of firm style: “Beriozka” gymnasium, “Youth Embassy-2003”, International laboratory of contemporary dance “Solo-Dance”, “Nash Teatr” theatre, fashion house Baie Des Anges, fashion salon Sotbis Orange, est.
- Developing of CD (business cards) : Henkel-group, TELECO, Coffee History, International Sea Port–St.Petersburg, Advisory Council of St.Petersburg, Interaction Multimedia Company, Francardi Group, “Environment, New Technologies , Training 2001”
- Developing of Internet Sites: www.moment.ru, www.idealcup.ru, www.interactiv.ru, www.samocat.ru, www.astragroup.ru , www.mao.ru

November 1998 –May 2000

*Animation Magic Inc, part of
Sierra Corporation, USA-Russia,*

Senior 2D Artist

- Computer games for Papyrus Design Group (Sierra Sports): NASCAR3, NASCAR CRAFTSMAN, NASCAR LEGENDS, NASCAR2000.
- Professional Illustration Library PRINT ARTIST 2000

EDUCATION

September 2002 - 2004

Research Fellow
Harvard University
Harvard, Massachusetts, USA
DCES, Davis Center Associate Program in Modern Russian Art History
http://daviscenter.fas.harvard.edu/people/bio_asseeva.htm

December 2002

PhD in Art History (candidate of science)
St. Petersburg University of Humanities and Social Sciences
St. Petersburg, Russia

Specialization:

- Russian Modern Art History
- Theory of Design.

1995-1998

Art History

St.Petersburg University of Humanities and Social Sciences

St. Petersburg, Russia

Specialization:

- Marketing
- Art Business

1992-1995

Graphic Design

Kuban State University , Industrial Graphics Faculty (Russia, Krasnodar)

1989-1992

Krasnodar College of Fine Arts

1985-1989

Gelendzhik School of Fine Arts

PERSONAL PROJECTS

- More than 20 personal and group exhibitions and art projects in Russia and abroad.
- Winner of Art History Competition (G. Soros Center of Contemporary Arts, St.Petersburg), 2000
- Various Articles on Russian Modern Art History

INTERESTS

Painting, Photo, Writing

RECCOMENDATIONS

Upon request