

ANASTASIA SERDUKOVA

ART DIRECTOR

ANASTASIASERDUKOVA.COM

ANSER28@GMAIL.COM

551.804.0607

Versatile Art Director fuses a background in visual art and design with knowledge of consumer psychology and art history to create print, digital, experiential and ambient advertising. Works independently or collaboratively on concept development and design of campaigns.

EXPERIENCE

BARTLE BOGLE HEGARTY

New York, NY

Associate Art Director

October 2014-Current

Developing, designing and presenting ad campaigns for PlayStation, Seamless, Vaseline, Newell Brands, Nest, and others.

CURIOUS MINDS TOURS

New York, NY

Metropolitan Museum of Art Tour Guide (Freelance)

July 2016 - Current

Leading tours of museum highlights for children and families.

ATTENTION (KBS+)

New York, NY

Jr. Art Director

July 2014-October 2014

Developed and designed social content for American Express, Nook, Dunkin' Donuts, Sports Authority, Enfamil and Kaplan.

HARLEM CREATES MUSIC FESTIVAL

New York, NY

Director of Design and Marketing (Freelance)

April 2014-September 2014

Created logo, business cards, posters, motion graphics, website and other promotional materials for the music festival.

Y&R GROUP, SUDLER & HENNESSEY

New York, NY

Advertising Art Direction Internship

June 2013-August 2013

Developed concepts and design for print, web and interactive ads. Assisted creative directors and presented work to clients.

CONDÉ NAST, SELF MAGAZINE

New York, NY

Advertising Art Direction Internship

February 2013-May 2013

Designed materials for book, tablet, events and marketing.

LIMITED BRANDS, VICTORIA'S SECRET PINK

New York, NY

Creative Marketing Internship

June 2012-August 2012

Designed interactive and print documents, created and animated graphics for in-store use and assisted creative directors with store window designs.

ZOCDOC

New York, NY

Creative Internship

May 2011- August 2011

Created animated banner ads, designed newsletters and print collateral, shot and edited photos for online use and ran photography workshops.

SIGGRAPH

Vancouver, BC (2011)

Los Angeles, CA (2012)

Member of SCOOP Film Crew and Student Volunteer

Filmed segments for the ACM SIGGRAPH YouTube Channel, presented emerging technologies and helped guide visitors around the conference.

EDUCATION

PRATT INSTITUTE

New York, NY

BFA in Advertising Art Direction, Minor in Art History, Graduated with High Honors

SKILLS

SOFTWARE

Proficient in Adobe Photoshop, InDesign, Illustrator, After Effects, Premiere, Acrobat, Final Cut Pro and Microsoft Office.

LANGUAGES

Fluent in English and Russian.

ACHIEVEMENTS

Ad campaign for Greyhound featured in Lürzer's Archive, Presidential Merit Scholarship at Pratt Institute, Academic President's Lists at Pratt Institute, ComD Agency Administrator, Award in Academic Achievement from Pratt Institute