



Mamedov Alsim (Open to relocation)

Creative Director | Senior Designer | Brand Strategist

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[LinkedIn](#) | [Website](#) | [Behance](#)

Professional Summary

Creative leader with 15+ years of experience in branding, marketing communications, digital design, and team leadership. Successfully led creative teams, shaped brand narratives, and delivered visual campaigns that increased visibility and engagement across international markets. Blending strategic vision with hands-on execution and deep knowledge of visual storytelling.

Key Skills

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| <ul style="list-style-type: none">- Creative Direction & Art Leadership- Strategic Branding & Identity Systems- UX/UI Design & Web Architecture- Visual Storytelling & Concept Development | <ul style="list-style-type: none">- Marketing Strategy & Campaign Management- Team Leadership & Mentorship- Adobe Creative Suite, CMS, 3Ds Max, Video editing |
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Experience:

1. CEO (Chief Executive Officer)

Company: Unitsky Nusantara Technologies | **Location:** Jakarta, Indonesia | **Duration:** April 2024 – Present

- Registered and launched the company's official presence in Indonesia, overseeing all legal, administrative, and operational setup processes.
- Built and managed the local team, established internal workflows, and ensured operational control.
- Represented the company at industry events and conferences, including public speaking and business presentations.
- Developed strategic relationships with government entities and private sector partners.
- Oversaw marketing initiatives tailored for the local market.
- Managed financial reporting and ensured fiscal responsibility for the company's Indonesian operations.

1. Creative Director / Marketing Executive

Company: [uDiscovery DMCC](#) | **Location:** Dubai, UAE | **Duration:** May 2021 – Apr 2024

- Directed the full creative vision and execution for major exhibitions, including GITEX, Dubai AirShow, and Eurasia Rail, resulting in increased booth traffic and new partnerships.
- Developed and launched multiple brand/product websites (e.g., [uskytransport.com](#), [uterra.ae](#)), cutting time-to-market by 40%.
- Created visual branding for innovative products like [Turbosphere](#), [UVR Aero](#), [uDiscovery](#) and [uSky Transport](#) improving investor engagement and sales materials.
- Reduced outsourcing costs by 20% by managing contractors and handling design production in-house.
- Designed 200+ assets for digital and print media, ensuring consistency across platforms

2. Head of Design & Internet Communications

Company: [TradeLock](#). **Location:** Moscow, Russia. **Duration:** 01.2021 – 05.2021.

- Led the full **rebranding** of the **FUARO** product line (700+ SKUs), developing packaging systems and visual standards.
- Created the UX/UI concept and interface structure for a new **B2B online platform**, streamlining client experience.
- Developed creative concepts and campaign visuals for brands including **PUNTO** and **Armadillo**, elevating their market presence.
- Directed the design for the [Armadillo SmartLock](#) premium website, combining luxury aesthetics with user-focused navigation.

3. Head of Design & Marketing

Company: Fasco. **Location:** Moscow, Russia. **Duration:** 12.2015 – 12.2020.

- Built and led a cross-functional in-house design department, uniting retail, wholesale, and network marketing teams under one visual strategy.
- Directed the rebranding of over **700 product SKUs**, including packaging redesign and visual systems.
- Launched an integrated [B2B online store](#) combined with the company's corporate site, increasing customer retention by 35%.
- Acted as Art Director for Fasco's corporate calendar (concept, production, photography supervision), establishing a flagship branding tradition.
- Enhanced workflow efficiency and brand consistency across departments.

4. Head of Advertising & PR

Company: MosSroyEkonomBank. **Location:** Moscow, Russia. **Duration:** 08.2013 – 11.2015.

- Led the full cycle of advertising and PR campaigns for one of Moscow's retail banks, including media planning, content creation, and event execution.
- Supervised the launch of 5 new customer service branches, ensuring full-scale branding and interior advertising materials were developed and delivered on time.
- Developed and managed the advertising budget, optimizing spend through supplier tenders and contract negotiations.
- Built and managed relationships with vendors, design contractors, and print houses, improving delivery timelines by 30%.
- Coordinated creation of promotional materials across all formats: print, outdoor, digital, and POS.

5. Creative Designer

Company: [Rusklimat](#). **Location:** Moscow, Russia. **Duration:** 08.2013 – 11.2015.

- Designed visual materials for flagship HVAC brands (including **Electrolux** and **Boneco**) under licensing agreements.
- Developed packaging, catalogs, POS materials, and product branding, contributing to retail growth and shelf visibility.
- Collaborated closely with brand managers to maintain consistency across all formats.
- Trusted with complex and time-sensitive creative tasks, earning internal recognition.

6. Designer in agency

Company: [Artstoria](#) / Imprimir / Evaprint (Advertising Agencies). **Location:** Moscow, Russia. **Duration:** 10.2007 – 08.2013.

- Gained versatile experience across multiple creative agencies in branding, advertising, and production design.
- Developed advertising layouts, corporate identities, and print-ready materials for diverse clients.
- Learned to work under tight deadlines, applying typography, color theory, and layout skills effectively.
- Built foundation in teamwork, project handling, and design thinking — setting the stage for further leadership roles.

Education:

Moscow International University Bachelor's degree, Advertising and marketing communications, PR 2018 - 2022	International College of Business and Design Vocational education, Design 2010 - 2014
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Languages: **Russian** - Fluent / **English** - Upper-Intermediate

Software tools: Adobe Illustrator | Figma | Photoshop | Indesign | 3D Max | MS Office | CMS | Premier | Ai