

RESUME

Dave Gold*



Creative Lead | Art Director

Name: Andrey Dodin

Location: Dubai, UAE

Languages: English, Russian & Creative ;)

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Portfolio: 513.ooo

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Production: <https://513.ooo/production/>

CV: <https://513.ooo/cv/>

EDUCATION

Moscow Art Industrial Institute (MHPI)

Master of Fine Arts (MFA) equivalent in Graphic Design | 2005 – 2011

Degree: Graphic Design & Visual Communications.

Fine Arts Foundations: Academic Painting, Fine Art Drawing, and Classical Sculpture.

Design Disciplines: Graphic Design Fundamentals, Composition, Visual Arts, and Spatial Form.

Key Highlights: Acquired a strong dual foundation in traditional academic fine arts techniques and modern design systems, providing a deep artistic perspective for visual solutions.



publicis

BBDO

Leo Burnett

geometry



havas



*Dave Gold is creative name, real is Andrey Dodin :)

513.ooo

*
Dave Gold



Creative Lead with a rare **dual identity**:

Trained fine artist and VFX/3D specialist turned Art Director and creative leader within global 4A networks — BBDO, Publicis, Leo Burnett, Havas. Builds brand ecosystems, digital products, and go-to-market campaigns across FinTech, Web3, luxury retail, and hospitality — sectors where technical precision and brand storytelling both carry equal weight.

Production Fluency Most Leaders Don't Have:

Hands-on command of the entire pipeline, from a sketch to a shipped 3D/VFX asset to a live UI. That means briefs get scoped accurately, timelines hold, and budgets don't blow up mid-production — because the estimate comes from someone who has actually done the work, not guessed at it.

- **Full-Pipeline Command:** Owns technical assessment end-to-end — sketch → 3D/VFX pipeline → UI/UX — turning ambiguous briefs into realistic, defensible timelines and budgets.
- **Zero-to-One Team Building:** Has built multidisciplinary design teams from scratch multiple times — recruiting, structuring, and mentoring talent, then authoring the brandbooks that keep them aligned at scale.
- **High-Stakes Delivery:** Led creative on ventures where failure isn't an option — DeFi/FinTech infrastructure in the UAE, flagship retail at The Dubai Mall — where technical complexity, brand risk, and commercial pressure all converge.

CORE COMPETENCIES

Creative Leadership & Design operations.

Drive overarching creative vision and operational excellence by recruiting, scaling, and leading high-performing cross-functional design teams. Oversee end-to-end production pipelines, establishing rigorous design quality control frameworks and brand guardianship to ensure flawless execution across all deliverables. Optimize studio workflows through strategic delegation and resource management, while actively driving team growth through structured mentorship, technical upskilling, and a culture of continuous innovation.

Brand Strategy & Ecosystems

Architects 360° brand systems and campaign narratives. Authors master brandbooks for luxury retail, hospitality, and premium tech.

Digital & Product Experience

Converts creative vision into shippable product — UI/UX and product mechanics for mobile gaming, Web3, and DeFi.

Visual Craft & Production

Classically trained in fine art and photography; technically fluent in 3D modeling, motion graphics, and VFX post-production.

AWARDS



Cannes Lions — 2 Silver, 3 Bronze, 2 Shortlist



D&AD — Shortlist



Effie Russia — Silver



Eurobest — Bronze, Shortlist



Epica Awards — Silver, Bronze

ADC*E

ADC*E — Silver, 2 Shortlists



Golden Drum — 2 Golden Drums, Silver Drum, Shortlist



Ad Black Sea — Grand Prix, 2 Best of Contest



White Square — Gold, Silver, 2 Shortlists



Red Apple — 2 Silver

ADC*R

ADCR 2018 — Silver, 3 Shortlists



Tagline Awards — 5 Gold, 3 Silver, Bronze

KEY CLIENTS

m&m's

PARLIAMENT

durex

TELE2

SNICKERS

**PHILIP MORRIS
INTERNATIONAL**

SAMSUNG

Coca-Cola

VISA

HEINZ
since 1869

glo

RENAULT

★ **Heineken**

Marlboro

Audi

Gillette

Johnson's

IQOS

LG

BRAUN

Pedigree

NOKIA

NOVARTIS

**WILLIAM
LAWSON'S**

Beeline

PROFESSIONAL EXPERIENCE



year: 2023-2026
position: creative lead

OlaVamos

- Spearheaded the comprehensive 360° creative direction, international visual positioning, and brand identity systems for a premium portfolio of lifestyle, F&B, and digital enterprises in Dubai, including flagship venues in The Dubai Mall.
- Partnered with the Brand Growth Lead on the visual repositioning and premium content system for Tang Town (a MICHELIN Guide Dubai 2025 selected restaurant), directly driving monthly revenue growth from AED 700K to AED 2.1M within 7 months.
- Built the comprehensive retail brand identity and communication framework for Lucky Duck supermarket, translating complex product categories, local festive moments, and in-store purchase logic into premium spatial design and customer-facing assets.
- Engineered the interface architectures (UI/UX), user journeys, system mechanics, and interactive layouts for proprietary mobile chat applications and mobile gaming platforms.
- Established an elite, agile internal creative studio from scratch, recruiting top-tier designers and 3D artists, standardizing SOPs, and optimizing production pipelines to maintain strict visual quality control (QA).



year: 2022-2023
position: creative lead

web3 tech

- Led the comprehensive creative strategy, master branding, and unified visual identity systems across the ecosystem of corporate blockchain subsidiaries, presenting a clear and credible market narrative to global investors.
- Translated complex DeFi mechanics, cryptocurrency wallet flows, and high-transaction transaction logic into intuitive user journeys, accessible product interfaces (UI/UX), and design systems in partnership with the Waves blockchain ecosystem.
- Directed the end-to-end production of high-fidelity 2D/3D animations, interactive web graphics, and advanced motion design frameworks for international product rollouts and community acquisition campaigns.
- Designed premium corporate identity ecosystems, custom exhibition booths, and exclusive branded apparel networks for major global tech and blockchain exhibitions.

AdQuantum

year: 2020-2022
position: art director

AdQuantum

- Built and managed the in-house performance marketing creative department, shifting production from asset-by-asset execution into a structured model built around audience insights, testing hypotheses, and acquisition metrics.
- Coordinated a distributed international freelance network of over 250 specialists (designers, motion designers, illustrators, and 3D artists), ensuring seamless high-volume production of ad creatives while maintaining top-tier visual QA.
- Developed high-converting creative strategies, performance video scripts, and interactive playable ad concepts for global user acquisition (UA) mobile game campaigns, optimizing output around CTR, CVR, and ROAS.
- Collaborated closely with media buying and GameDev teams to analyze real-time performance data, rapidly iterating creative assets and aligning game UI/UX environments with core marketing mechanics to boost user retention.

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year: 2019-2020
position: art director

geometry

year: 2018-2019
position: art director



year: 2017-2018
position: creative designer

СВЯЗНОЙ

year: 2015-2017
position: art director

Havas

- Led the conceptualization, artistic development, and deployment of large-scale ATL and television (TV) advertising campaigns, establishing solid creative visions from the initial script to final broadcast delivery.
- Authored, developed, and visualized detailed commercial concepts, video scenarios, and comprehensive production storyboards for broadcast and digital television pitches.
- Managed multi-layered digital media design projects and established cohesive, scalable visual branding systems for corporate, healthcare, and retail accounts.

Geometry

- Supervised complex creative production pipelines and designed extensive corporate identity structures, master brandbooks, retail communication systems, and motion design frameworks.
- Directed collaborative creative brainstorming sessions to craft highly targeted BTL campaigns, experiential marketing strategies, promotional mechanics, and interactive digital activations to drive sales conversion.

Leo Burnett

- Authored high-fidelity 3D environments, product visualizations, cinematic motion graphics, and rich 2D promotional assets for integrated omni-channel advertising campaigns.
- Translated complex, abstract creative briefs into precise visual routes, moodboards, campaign mockups, and client presentation materials used to defend creative ideas during high-value pitches.

SVYAZNOY

- Headed the internal multimedia production studio, managing the full-cycle ideation, budgeting, and execution of high-impact commercial video content, TV advertising, and promotional campaigns.
- Produced and directed technical product launch campaigns and commercial video shoots for flagship device rollouts of premier global tech brands, including Apple, Samsung, Sony, and Huawei.
- Supervised advanced post-production workflows, including multi-layered video editing, cinematic color grading, compositing, VFX execution, and corporate identity adaptation.
- Partnered with e-commerce and product development teams to optimize web and mobile retail UI/UX layouts, significantly improving product discovery, content clarity, and conversion efficiency.

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BBDO

year: 2012-2015
position: creative designer

BBDO

- Developed high-fidelity 2D/3D graphics, user interfaces, corporate print layouts, and premium motion graphics for an elite roster of multinational corporate accounts.
- Served as Art Director on high-profile international campaign case studies, including Cannes Lions-recognized Snickers campaigns, driving cutting-edge creative concepts and case film production.
- The creative execution successfully secured prestigious global industry recognition, resulting in 2x Silver Lions and Shortlist honors at the Cannes Lions International Festival of Creativity.
- Managed full-cycle television (TVC) and digital video post-production pipelines, directing multi-layer compositing, advanced photo retouching, visual effects (VFX) execution, and BTL brand activations.

Publicis

year: 2010-2012
position: creative designer

Publicis United

- Spearheaded multi-channel creative advertising campaigns and digital projects for Renault, supporting creative visualization and securing a prestigious Cannes Lions Shortlist recognition.
- Worked across camera shooting, commercial video production, multi-layer compositing, matchmoving, professional color grading, and motion graphics execution.
- Engineered digital product interfaces and interactive assets while supervising production vendors to safeguard visual quality and technical feasibility standards.

Creative Direction, Pitch & Presentation, Team Leadership, Cross-Functional Management, Production Supervision

Brand Positioning, Campaign Strategy, Visual Identity Systems, Master Brandbooks, Corporate Guidelines, Multi-Channel Brand Design

Coding Literacy, Web Development Logic, Website Setup, Technical Handoff, Marketing-Tech Integration, Developer Collaboration

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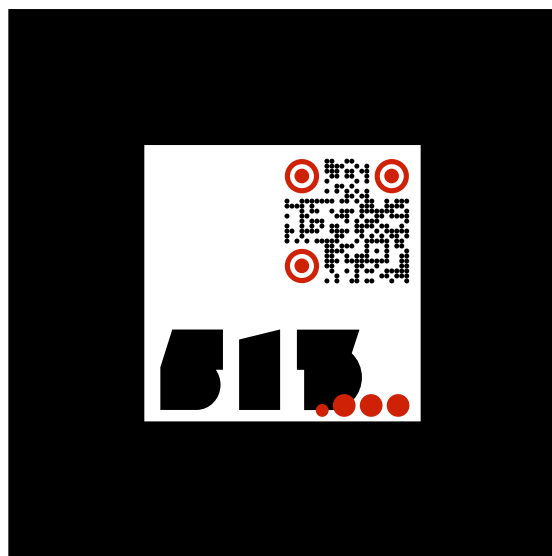
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Scan QR code on table

Turning **raw**

creative
chaos



sharp
design

into

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