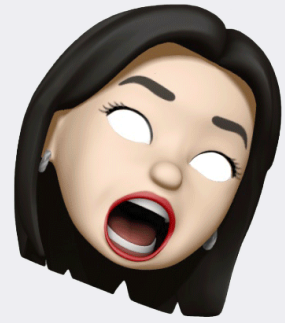


[CV]

TATI PAKHMUTOVA

Anti-disciplinary art director and visual artist with 6 years of experience, based in Berlin.

My passion for blending pop culture and technology helps me build bold brands. I thrive on innovation and collaboration, consistently pushing the boundaries of creative execution to deliver campaigns that resonate and inspire. My journey has been marked by a meticulous dedication to craft and a keen eye for design, leading to award-winning campaigns for global brands that leave a lasting impact.



WWW.TATI.WORK/ADVERTISING

CAREER

antoni for Mercedes-Benz – Berlin – 2018 - Present

Art Director – Prior: Working Student & Junior Art Director

– Creating insight-forward and concept-driven ideas for Mercedes-Benz, AMG and Maybach. Spearheaded campaigns for the Maybach Night Series and the G-Class, overseeing creative art direction and execution and gaining extensive experience in film and photo production.

Heimat Berlin – 2018

Working Student, Art Direction / Motion Design

– Concepting, designing and animating international social media campaigns for Opel.

Freelance Graphic & Motion Designer / Visual Artist

www.tati.work

EDUCATION

University of Arts Berlin

Visual Communication / New Media Class

Bachelor of Arts

2017 - 2021

Kharkiv National University of Radioelectronics, Ukraine

Bachelor of Engineering, Printing and

Publishing Industry

2010 - 2014

ADDITIONAL TRAINING

Bridgehouse Berlin

Presence & Presentation Training

University of Applied Sciences Potsdam

Guest student, Communication Design

The advertising SCHOOL OF THOUGHTS

ACHIEVEMENTS

ADC Germany 2023

1x Gold, 2x Silver, 3x Bronze

Cannes Creative Festival 2022

1x Bronze Lion, 6x Shortlist

One Show 2022

1x Bronze Cube, 2x Merits

ADC New York 2022

11x Shortlist

ADC Germany 2022

2x Silver, 2x Bronze, 1x Merit, 2x Shortlist

ADC Germany 2021

2x Merit, 2x Shortlist

EXHIBITIONS

Aware Festival – Berlin, 2021

No Win Situation – Berlin, 2021

vorspiel transmediale – Berlin, 2021

Videoart Filmfestival IV – Berlin, 2020

Expanding Spaces – C/O Berlin, 2020

Split Level Exhibition – Berlin, 2019

vorspiel transmediale – Berlin, 2018

SKILLS

I have a wide-ranging expertise in **art direction**, **creative concepting** and **motion design**, as well as a deep understanding of **graphic design**, **film editing**, **installation design** and **new media arts**.

I am proficient in the full **Adobe Creative Suite**, multiple generative AI tools such as **MidJourney** and **Elevenlabs**, **creative coding**, as well as a variety of **3D software**.

I am a strong, highly motivated creative thinker, problem-solving and thriving under pressure.

PERSONAL INTERESTS

My passion for art extends beyond my professional life, as I actively participate in exhibitions and installations. I also find solace and inspiration in hiking, exploring different countries. I enjoy organizing creative events and exchanges within my workplace.

I am multilingual, fluent in German, English, Russian, and Ukrainian, which complements my broad cultural experience.