PAVEL GUZENKO

Art Director / Graphic Designer / Artist

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🌐 www.guzboroda.com   📍 Vienna, Austria

EXPERIENCE

Art Director
STRG.at

📅 04/2020 - **present**   📍 Vienna, Austria

- Consult and develop project visions and KPIs.
- Design and maintain responsive websites for diverse projects and companies, ensuring optimal user experience.
- Produce video trailers and visual effects.
- Create key art and illustrations.
- Develop corporate styles.
- Design UI using Adobe XD, Sketch and Figma.
- Model in Blender, ZBrush, and Maya.
- Animate using Maya, Spine, and After Effects.
- Create motion design and edit videos.
- Implement CSS and HTML for front-end design.

Selected Achievements:

- **Implemented a comprehensive design system for multiple projects, ensuring consistent brand representation and streamlined design processes.**

Art Director
Sunfox game

📅 05/2017 - 05/2018   📍 Vienna, Austria

- Developed and maintained the artistic style for mobile games and advertisements.
- Established efficient art production pipelines in collaboration with upper management and clients.
- Ensured the technical formatting and artistic quality of deliverables through iterative development and process-driven improvement.
- Advised and communicated with upper management on artistic and technical matters.
- Designed and created quality benchmarks for team members, including environments, backgrounds, main visual effects etc.
- Continuously evaluated, assessed, and improved workflow.
- Participated in review and approval meetings, clarifying direction and creative goals while ensuring technical and schedule requirements were met.
- Created concept art, matte paintings, characters, illustrations, renderings of props and environments, video trailers, and main visual effects (utilizing animation in Spine and After Effects).

Selected Achievements:

- **Elevated the quality of the company to the next level by providing support in the development of original games.**
- **Introduced and implemented new animation technology, rationalizing and streamlining workflow processes.**
- **Improved management workflow by introducing and implementing Scrum techniques.**

SUMMARY

Accomplished and results-driven professional with over 21 years of experience in art direction, conceptual document writing, art style development, and web design. Demonstrated success in leading cross-functional teams, evaluating production timelines, creating concept art and illustrations, designing graphics, corporate styles, and web designs in diverse styles. Proficient in 2D and 3D art development, video editing, and visual effects, consistently driving artistic quality and generating innovative ideas. A skilled communicator fluent in English and with a strong command of German. Proven ability to provide effective art direction, build strong relationships, and manage competing demands, leading to the achievement of challenging goals.

SKILLS

Art Direction   Web Design

Graphic Design   UI Design

Usability   Video Editing

2D Art   3D Modeling

Art Guidance   Color Theory

Prototyping   Scrum

Wordpress   Concept Art

Lettering   CSS   Animation

Visual Effects   Design System

Illustration

EXPERIENCE

Freelance Illustrator and Concept Artist
Paizo, Sony, FFG, Fantasy World etc.

📅 07/2002 - 05/2017 📍 Worldwide

- Concept art for video games
- Design and develop games HeadlessD and Hit and crash
- Developing games for iOs in Unity3D
- Develop a corporate style and identity
- Concept art for board games.
- Cover art and illustrations for books
- Graphic design for iOs and video games
- Web development on Wordpress
- Facebook ads campaigns

Concept Artist / Lead Artist
Sproing

📅 08/2014 - 12/2016 📍 Vienna, Austria

- Team management, ensuring coordination and collaboration among artists.Establishing and maintaining project's style.
- Managing outsourcing for the Art department.
- Documentation and milestone tracking.
- Planning and briefing for the Art team using Scrum.
- Developing Art Guide.
- Concept art for 3D and 2D games.
- UI design.
- Key art illustration.

Concept Artist
Wooga

📅 03/2013 - 09/2013 📍 Berlin, Germany

- Concept art for character and props design in a iOS game.
- Creation of 2D assets, including landscapes and props, for iOS games.
- Designing the core elements of the game's user interface (UI).
- Texturing low-poly models in 3D.
- Designing a logo for the art department.

Concept Artist / Cover Artist
2RealLife, Akella

📅 08/2007 - 08/2008 📍 Moscow, Russia

- Character design, such as new characters, monsters, animals and other objects for on-line game.
- Promo Art for events inside of the game world.

Graphic Designer
NewPoint, OK!Design

📅 08/2002 - 08/2007 📍 Moscow, Russia

- Graphic design for below-the-line (BTL) sales promotions, including posters, leaflets, promotion boosters, and costumes.
- Graphic design for the publishing industry, covering outdoor advertising, catalogues, brochures, books, packaging, desk calendars, and more.
- Development of corporate styles and identities.

LANGUAGES

English
Fluent
● ● ● ● ●

Russian
Native
● ● ● ● ●

German
Advanced
● ● ● ○ ○

EDUCATION

Doctor Philosophy (PhD) in Arts
Russian Scientific Research Institute of Technical Aesthetics

📅 2009 📍 Moscow, Russia

Bachelor of Fine Arts (BFA)
Moscow State University of Printing Arts

📅 2002 📍 Moscow, Russia

FIND ME ONLINE

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ArtStation
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Portfolio
www.guzboroda.com