

EGOR SOVTSOV
Graphic Designer

3410 Club Dr., Apt. 17, Los Angeles, CA 90064
210.487.9697
egor@sovtsov.com
www.sovtsov.com

SUMMARY

Over 10 years experience in corporate identity, web design, UI design, print collateral, advertising and packaging.
Special Emphasis on conceptual design and simplicity in building user friendly and flexible design systems.

EDUCATION

2000 – 2001 National Center Of Contemporary Art, Saint-Petersburg. Photography, Credential Program.
1998 – 2000 Mukhina Art College, Saint-Petersburg. Graphic Design, Credential Program.
1992 – 1997 Saint Petersburg State University. Masters Degree in Genetics and Molecular Biology.

WORK EXPERIENCE

2009 – Present

Eccentex Corporation, Eccentex offers Dynamic Case Management Platform.
www.eccentex.com

Senior Designer

Lead role in the design and production of print, identity, multimedia, web design, web applications, and online advertising.

Accomplishments

- ✓ Conceptualized, created and executed the full brand identity for Eccentex Corporation (www.eccentex.com).
- ✓ Primary web developer for Corporate website and product sites.
- ✓ Participated in transfer of Corporate website to Joomla content management system.
- ✓ Lead Creative Conceptions and creative reviews for all company advertisement.
- ✓ Contributed in lifecycle of all phases of company's flagship product AppBase. Responsible for requirements gathering, user analysis, information architecture, testing, and user interface design.
- ✓ Developed HTML prototypes and UI deliverables.
- ✓ Collaborated with marketing, product management, and product development teams during design stages.

2008 – 2009

WhiteLab Design, Graphic design studio offering graphic design and web design solutions.
www.whitelabdesign.com

Company Owner/Creative Director

Led all creative development for a number of clients, including ForeScience (Knowledge Management Platform), Neuroindx (Biotech Company), 2dCodeMe (2-Dimensional Bar Codes)

Accomplishments.

- ✓ Responsible for total needs of the clients. Management of technical and creative resources.
- ✓ Delivered complete corporate-quality branding and web solutions.
- ✓ Worked closely with clients to create vision, conceive designs, and consistently meet deadlines.

2007 – 2008

Zeitgeist Interiors, Inc., Interior design firm, specializing in Residential and Commercial Designs.

www.zginteriors.com

Graphic/Interior Designer

- ✓ Participated in main company's project The Edge restaurant (www.edgelounge.com).
- ✓ Created and executed restaurant logo and identity guidelines.
- ✓ Design for main elements of restaurant (bar, cabins, sofas etc.).
- ✓ Developed color scheme, lighting, furniture placement etc.
- ✓ Participated in meetings with architects and lead designers.

2003 – 2006

Lizart, Advertising agency, Russia.

www.lizart-studio.com

Art Director

Managed and art directed a team of designers to create branding, logos, corporate site designs, online applications and web-tool prototypes for corporate clients.

Accomplishments

- ✓ Responsible for presentation of strategy and creative concepts to all clients.
- ✓ Experienced in concept and strategy development for large advertising campaigns.
- ✓ Successfully translated client objectives into concrete designs from conception through completion.
- ✓ Lead the growth of the design team, from 2 to 6 employees.
- ✓ Proven ability to motivate and inspire creative teams to deliver superb creative work under tight deadlines.
- ✓ Responsible for Print Process and collaboration with Print Shops to provide color correct prints.

2000 – 2003

Advision Studio, Design Studio, Russia

Designer

- ✓ Created layouts design on all print i.e. magazines, newsletters, newspaper, brochures, packaging and other pieces.
- ✓ Created and designed concepts for identities and advertised products.
- ✓ Created design theme and graphics for marketing, sales presentations, and corporate websites.
- ✓ Designed Flash elements for website and presentations.

SKILLS

Platform: Mac and Windows

Applications (years): Photoshop (12), Illustrator (12), InDesign (5), Dreamweaver (7), Visual Studio (2), Flash (5), Cinema 4D (2), FontLab (2)

Scripting: X/HTML (7), CSS (5), JavaScript (2), jQuery (2), Joomla (1)

Docs: Acrobat (10), Word (10), PowerPoint (5), Excell (5)

RELATED EXPERIENCE

Artist (www.sovtsov.com/art)

Featured exhibitions:

2011 – Bleicher/Golightly Gallery, Los Angeles, CA

2010 – Bacchanal Event, Los Angeles, CA

2007 – The Summer of Love, Himmelberger Gallery, San Francisco, CA

2003 – III Festival de La Cultura Iberoamericana, International Festival, Saint-Petersburg, Russia

Private Collections:

Mr. David Himmelberger, San Francisco, CA

Ms. Nancy Larrew, Los Angeles, CA