

PROFILE

Creative Lead with 10 years across agencies and Yandex, creating customer-facing products, services and experiences from idea to launch. I shape the concept, mechanics and narrative, make final creative calls, and guide teams through execution. My work spans AI, culture, consumer brands, audio and independent products. At Yandex, I redesigned creative-team workflows around AI; I also built and shipped my own iOS app with AI as a development partner.

EXPERIENCE

Yandex JUN 2018–PRESENT
Creative Lead

- Led creative direction across Search, YandexGPT, Alice and Shedevrum, from concepts and mechanics to launch and final creative decisions.
- **Based on Leo Tolstoy:** conceived the idea and mechanics for a two-year Yandex and Leo Tolstoy Heritage Foundation collaboration; shaped shared creative principles and supervised visual style, site, music, artists, recording, scripts, communications and festival submissions.
- **Humans and Neural Networks:** led the AI art residency concept and creative direction: 2.7M impressions, 150+ media features, 90% organic reach.
- **Tours in Culture:** created an immersive audio experience that doubled ticket sales and bookings to remote destinations; led music direction, artist selection, recording, site, scripts and communications.
- **Sounds Easy:** created a speech-training tool adopted by kindergartens nationwide. **I’m the Best:** AI-powered campaign that grew Yandex Browser users by 5%.
- **AI-enabled creative operations:** redesigned creative-team workflows with LLMs, AI tools for image and music generation, n8n and vibe-coding. Cut campaign cycles in half and doubled idea-development speed at the same team capacity.
- Yandex’s in-house agency ranked Top 3 in Russia and Top 6 globally; 30+ industry awards.

MullenLowe MAR 2017–JUN 2018
Creator

- Repositioned Raiffeisen Bank for younger audiences; developed Winline’s FIFA 2018 platform, helping the brand reach market-leading position.
- Retained a key client by refreshing its communication style and brand voice; supplied TV and online video concepts for three months.

McCann Erickson Moscow 2016–2017
Copywriter

- Created Eldorado’s new creative framework, extending the client partnership; wrote and produced 20+ commercials in three months.

PRODUCT & VENTURE BUILDING

Nowhere 2025–PRESENT
Solo Maker · Independent iOS product

- Built and shipped a screen-control app solo in ~7 months with AI as a development partner; 350 installs across the App Store and Product Hunt.
- Daily generative art and ambient sound invite attention back to the world around the user. Designed the Metal visual system and an internal Synth1 audio workstation for sound exploration and artist collaboration.

CLASTR 2020–PRESENT
Founder · Telegram C2C thrift marketplace

- Designed and launched the user experience, led developers and editors, and optimized acquisition to ~\$0.20 per new user.

Clique Prints 2012–2015
Founder · Contemporary art venture

- Represented 10 artists, partnered with 20+ retailers, achieved 350% ROI and built a community of 10K.

Kesa Mesa 2025–PRESENT
Founder · Balkan food brand

- Developed the brand concept, organized production and designed a local-business supply chain.

CAPABILITIES

Creative direction & final approval · Product/service concepts · Customer experience · Narrative & positioning · Launch creative · Product storytelling · AI-enabled creative operations · Visual/music supervision · AI-assisted product building

EDUCATION & RECOGNITION

BA, International Relations — Lomonosov Moscow State University
Product Management & Project Management Fundamentals — Yandex Practicum
30+ industry awards

LANGUAGES

Russian (native) · English (C1) · Serbian (B1) · German (A2)