



TIM YEVTUHOV

Multidisciplinary Advertising Creative

OUTFITCREATIVE.COM • OUTFITCREATIVE@GMAIL.COM

Experience

OUTFIT (freelance)

New York, NY

Principle Creative Director – Art Director & Copywriter, Designer, Photographer, Consultant | 2020 – Present

Work ranges but not limited to: Print, Outdoor, Web, Corporate Identity, Fine Art Production, Consulting

Worked for various clients including: National Sculpture Society, Art2Heart SoHo, OSWJ, W. Ming Art

Self-Initiated and produced a PSA Design project to help spread positive reinforcements during the first year of the Coronavirus Pandemic in NYC. The work was selected and exclusively licenced by LEVI'S® to be used for their Capsule Collection in South Asia, Africa and Middle East markets, with portion of proceeds going towards education and safety in communities most affected by the Pandemic. Later, expanded the project into a street art initiative to comfort New Yorkers with positive mural paintings. The project was highlighted on Artnet article, and is also being developed into a self-produced short documentary film.

Bayard Advertising

New York, NY

Art Director | 2009 – 2020

DISH, Greyhound, St. Jude Hospital, Pfizer, Wellpath, CRST, Swift Trucking, Ryder, Cancer Treatment Centers of America, HCA, Civista, Freeport-McMoRan, FutureCare, FirstGroup, among many others

Work ranged but was not limited to Print, Outdoor, Web, Corporate Identity, Collateral

Performed various tasks and stages of the creative process from concept to production under very tight deadlines.

Helped manage and nurture junior creative department members.

Bushwick Film Festival

Brooklyn, NY

Creative Director | 2016 – 2017

Design Consultant | 2014 – 2016

Generated concepts and design executions on tight and shifting deadlines. Developed sophisticated and consistent brand style resulting in increased awareness of the festival among the community and sponsors. "Elevated the brand," in CEO's own assertion.

OUTFIT (freelance)

New York, NY

Principle Art Director & Copywriter | 2007 – 2009

Work ranged but was not limited to Print, Outdoor, Ambient, Web, Corporate Identity.

Worked for various clients including: Time Inc, Results Advertising, Berkshire Designers Limited.

TracyLocke

Greenwich, CT & Soho, NYC

Art Director | 2006 – 07

InBev, Hershey's, Hershey's Ice Breakers, New Business

Assignments included Advertising, Customer Marketing, Corporate Identity.

Developed concepts that led to New Business wins. Sought extra opportunities to expand Agency's creative competitiveness.

DDB

Dallas, TX

Art Director | 2004 – 06

Omni Hotels, McIlhenny Co. Tabasco, Texas Lottery, Ingersoll-Rand/Schlage, New Business

Worked on 360° assignments ranging from Traditional, Web and the Ambient Media.

Wrote and executed concepts that led to New Business wins. Helped broaden Agency's Creative Portfolio.

Work was annually recognized by the Advertising Industry Awards.

FCBi

New York, NY

Freelance Jr. Art Director | 2003 – 04

USPS - USA Philatelic Catalog, JPMorgan Chase, Samsung, New Business

Was directly involved in the creation of Print Advertising, Direct Mail, and the Pitches for retention of Client Accounts.

Education

School of Visual Arts

New York, NY

BFA Advertising Top 10% | 1999–2003

• Bob Giraldi's Honors Class

Columbia Business School | Executive Education

New York, NY

Digital Marketing Course. Certificate of Completion 2021-2021

Core Software + Skills

Adobe CC: InDesign, Photoshop, Illustrator.

Conceptual Vigor, Copywriting, Art Direction, Design, Photography, Retouching, Foreign Language Proficiency: Russian

Awards

ADDYs, Art Directors Club of New York, Graphis, The One Club Award, The New York Festivals