



IGOR IASTREBOV

CREATIVE DIRECTOR

CONTACT

ADDRESS

Münsterstrasse 44A
52076 Aachen, Germany

PHONE

+49 152 093 97184

E-MAIL

igor.iastrebov@gmail.com

SKYPE

igor_iastrebov_work

PERSONAL

BIRTHDAY

23 January 1987

RELATIONSHIP

married, children

NATIONALITY

Russian

LINKS



[behance.net/iastrebov](https://www.behance.net/iastrebov)



[linkedin.com/in/igor-iastrebov-0683a046](https://www.linkedin.com/in/igor-iastrebov-0683a046)



[facebook.com/igor.yastrebov.5](https://www.facebook.com/igor.yastrebov.5)

OBJECTIVE

To create a unique communicational brand experiences using the multidisciplinary solutions on the crossing of architecture / marketing / communication design and digital art. To develop the future of the three-dimensional brand spaces worldwide by leading the creative and effective team of professionals

CONTENT

| | |
|----|----------------------------------|
| 02 | CREATIVE DIRECTING EXPERIENCE |
| 03 | DESIGNER EXPERIENCE |
| 04 | FREELANCE EXPERIENCE |
| 05 | INTERNSHIPS EXPERIENCE |
| 06 | EDUCATION |
| 07 | ADDITIONAL EDUCATION |
| 08 | SKILLS |
| 09 | ADDITIONAL SKILLS / BASIC SKILLS |
| 10 | SOFTWARE, LANGUAGES |
| 11 | AWARDS |

IGOR IASTREBOV

CREATIVE DIRECTOR

CREATIVE DIRECTING EXPERIENCE

CREATIVE DIRECTOR

WALBERT-SCHMITZ GmbH

Leading the design department of the well known German Exhibition Company. Creating and further development of strong design team with ability to produce the state of the art spatial design projects.

Design management, processes development, design supervision

Participation in strategical planing of company development, widening of services and design applications. Bringing agency-styled quality of communication concepts, design culture, presentations.

Organisation of internal educational / inspirational programs / design workshops / seminars / lectures.

DESIGN DIRECTOR / SENIOR DESIGNER

SCHMIDHUBER Brand Experience GmbH, Munich, Germany

The number One German Agency in Spatial Communication and Live Communication, based on "Werben & Verkaufen", "HORIZONT" creative Ranking

Starting as a Design Director for the new clients sector at the well known German Agency, Schmidhuber. Directing of the group of 3 - 5 designers including interns to create the concept idea and 3D projects of **Temporary Architecture, Pavilions, Headquarter redesigns, exhibition design.**

Act as a Senior designer with a long-term clients such as **DUCATI, OSRAM, CONTINENTAL.** Directing the team work and creating the concepts of the Exhibition projects. Coordination work with the partners, project managers, freelancers.

Participation for the FINAL TUNING for the projects:
SIEMENS IFA, SONY IFA, AMERICA'S CUP, AUDI SHOWS, SOFTWARE AG

DESIGN DIRECTOR

BAEREN GmbH, Munich, Germany

Directing all design processes in the company. Creating the main design projects and conceptual proposals.

Defining company's marketing programs, web and printed promotions. Project presentation to the clients, work with freelancers. Creating number of perspective projects in area store design, showroom design, museum design.

CREATIVE DIRECTOR

EXPOFORUM LLC, Saint-Petersburg, Russia

Creative directing of the **biggest North-West Exhibition Company in Russia** with annual receipts of more than \$ 35mln.

Leadership and management of the design department, including architects and graphic designers. Work on important projects such as **National Pavilion at Expo 2015**, Russian exposition at Hannover Messe 2013. Design directing of more than 30 projects monthly.

Creating the entire design department from 2 designer to the team of 10 people in two years. External freelancers coordination, partners support, client communications, design presentations etc.

IGOR IASTREBOV

CREATIVE DIRECTOR

DESIGNER EXPERIENCE

CHIEF EXHIBITION DESIGNER

RCC LLC

Leading role in design department. Working on design of the most important clients with the highest budgets. Sketching, modeling and rendering of the final projects. Preparation layouts, technical information and 2d graphics. Work experience with junior designers.

EXHIBITION DESIGNER

INTERFORM LLC

Working inside large design department. Preparation of the complete design projects of the various exhibition stand, events, press-conferences.

EXTERIOR DESIGNER

ARCHSTUDIO LLC

Working inside the team of architects and designers on the entire projects of the buildings, apartment houses and private houses. Leading role in building exterior design

INTERIOR DESIGNER

SERGEY EROFEEV STUDIO

Design and realisation various projects of interiors, private apartments and public areas inside multidisciplinary team of architects and designers. Design of accessories, furniture and decorations

IGOR IASTREBOV

CREATIVE DIRECTOR

FREELANCE EXPERIENCE

AUTOMOTIVE STANDS

BMW, MERCEDES, AUDI, MINI, PORSCHE, OPEL
CADILLAC, CHEVROLETTE, FORD, FCA GROUP, TESLA
HONDA, NISSAN, HYUNDAI, ACURA

Long international freelance experience for such agencies as IS group, Brandufaktur, Dimcom, 2LC, George P. Johnson, MUTABOR, Tisch13, etc

TRUCKS, UTILITY VEHICLES STANDS

SCANIA, RENAULT TRUCKS, FORD, MERCEDES BENZ, FUSO,
HYUNDAI H.I., KAMAZ, ISUZU etc.

Huge experience with Russian exhibition companies such as Global Events, RCC, Max-Group, Dartexpo, Braunwagner

CONSUMER ELECTRONICS STANDS

NESPRESSO, SIEMENS, MIELE, CANON, DJI, NOKIA, HAIER,
SHARP, HP, MICROSOFT etc.

For different fairs worldwide: CES Las Vegas, IFA Berlin, PhotoKina Cologne, Gitex Dubai etc

SPORTSWEAR, CLOTHING, ACCESSORIES

NIKE, UNDER ARMOUR, PUMA, ADIDAS, ODLO
PORSCHE DESIGN, MINI LIFESTYLE, COVER WATCHES, GUCCI,

STORE and Showroom design projects for well known sport brands for BMI-DESIGN, Prajer & Franz, Brandufaktur, and directly for Adidas, Gucci.

BANKING, INSURANCE, COMMUNICATIONS STANDS

ALLIANCE, DEUTSCHE BANK, SPARKASSE
VTB, BASILIENSIS, SBERBANK, ALCATEL-LUCENT, CNBC

Cooperation with the international agencies such as IS Group, Expoforum, Schmidhuber, UNIPLAN, ExpoLine.

HEAVY PRODUCTION, PETROLIUM STANDS

GAZPROM, LUKOIL, RUSAL, METINVEST, MECHEL
FENIX, CHELPIPE

Huge exhibition project for the main players in Russian stock market with the highest expectations from design .

ARCHITECTURAL PHOTOSHOOTING

CITROEN, SMART, MINI, BMW
FESTINA, MESSIKA, CASIO, SWAROWSKI, EXPO MILANO

Photo shooting of the exhibition stands and interior design projects for the long term partner agencies such as UNIPLAN Basel, Tisch13, Baeren GmbH, Inter-Raum, IS group, Raum-Art, Meier & Meier etc.

OFFICE DESIGN, INTERIOR DESIGN

GAZPROM, SBERBANK, RUSSIA at EXPO, SLV
PRIVATE HOUSES, APARTMENTS, RESTAURANTS

Starting design career as interior designer I keep my experience to create a differente interior spaces for business and private sectors.

IGOR IASTREBOV

CREATIVE DIRECTOR

INTERNSHIPS EXPERIENCE

EXHIBITION STAND DESIGNER Internship

UNIPLAN Basel

Design experience in area Exhibition booth design for the Exhibitions of Basel World, the biggest European watch exhibition taking place in Basel, Switzerland. Two months intensive internship included the whole circle of design project development.

EXTERNAL DESIGNER Internship

Nissan Design Studio UK

Trial internship program included the development of the first ideas of the future vision of the crossover based on the concept of the Z cars from the known Japan autoproducer.

DESIGNER INTERNSHIP

CITROEN France

Classical cardesign internship program at the design department of the creativest french car manufacturer. Included ideation sketching programm, accessories design support and deep learning of the cardesign processes.

PRODUCT DESIGNER INTERNSHIP

Bonetto Design GmbH

The short internship program in one of the oldest Milan based product design studios took place directly after master program in Domus academy. Included automotive interior design projects and classical product design studies

3D DESIGNER INTERNSHIP

Studio 812

During last grades of the secondary school education the spontaneous internship program took place in the creative design studio for interior design and architecture in Saint-Petersburg.

IGOR IASTREBOV

CREATIVE DIRECTOR

EDUCATION

MASTER IN ART

CAR DESIGN and MOBILITY
DOMUS ACADEMY, MILAN, ITALY

Master program in the well known Italian Academy. Education contains 6 special exercise project with the support of real Italian Manufactures. The degree project was sponsored by Audi AG. Education was based on won Scholarship.

MASTER IN APPLIED MATHEMATICS AND INFORMATICS

Mathematical and information support
of economic activity

PETER THE GREAT ST.PETERSBURG POLYTECHNIC UNIVERSITY

Six years high education program in second best technical University in St.Petersburg, giving the deep knowledge of applied mathematics & economics

PRESIDENTIAL PHYSICO-MATHEMATICAL LYCEUM

secondary general education

FOR MORE THEN 5 YEARS IT'S OFFICIALY THE BEST SCHOOL IN RUSSIA

General education with the focus on Mathematics and Physics

SCHOOL OF ARTS

secondary education

STATE ART SCHOOL N10, ST.PETERSBURG, RUSSIA

Four years of the evening secondary education. Drawing, painting, sketching, composition, sculpture, history of arts,

IGOR IASTREBOV

CREATIVE DIRECTOR

ADDITIONAL EDUCATION

COMPLETE COURSE OF 3D GRAPHICS

LICENSED COURSE OF Autodesk 3D MAX
REALTIME SCHOOL, MOSCOW, RUSSIA

70 hours of theory & practice of advanced methods of the modeling and photorealistic visualization (V-Ray, Brasil, MentalRay) accredited by Autodesk.

STRATEGICAL DESIGN

by Design Director of DESIGN-WORKS USA
BRITISH HIGHER SCHOOL OF DESIGN, MOSCOW, RUSSIA

Intensive professional course about strategy of the team work, client collaboration and design strategy based on the exercise projects. Guided by the famous Design Director of Design Works USA (BMW Group) Eugene Maslov

VR ART

FROM VR SKETCHING TO VR INSTALLATION
BRITISH HIGHER SCHOOL OF DESIGN, MOSCOW, RUSSIA

Innovative technologies in VR. Modern trends and applications of the Virtual Reality. Exercise projects using HTC Vive, Oculus Rift. 20 hours intensive course.

THE ART OF TEAM MEETINGS

COUCHING TEAM MEETING ORGANISATION
UNUSUAL CONCEPTS, MOSCOW, RUSSIA

Scrum coaching program organised by professional coach, oriented on improvement the effectivity of the team meetings and its organisation.

IGOR IASTREBOV

CREATIVE DIRECTOR

SKILLS

CREATIVE DIRECTING

4 years of experience

Directing of the creative department (max. 24 persons), including architects, product designers, graphic designers, communication designer, digital and content designers and design marketing department.

DESIGN MANAGEMENT

3 years of experience

Managing of the project design process
 Coordination of the capacity / vocations / internships / Freelancers work coordination
 Design education programs / software education
 Office planing / health activities / inspirational programs

STRATEGICAL PLANING

1.5 years of experience

Creating future Design Department developement strategy
 Design HR strategy, planing and coordination according current and future design trends
 Design marketing strategy.
 Partner agencies research / cooperation
 Internal enhancement compaigns
 Potential clients research

CONCEPT DEVELOPEMENT

5 years of experience

Developement of effective concepts, storyboards, narrations based on the deep learning of the brand, its communication programs, products and need and its translating in unforgettable brand experiences

EXHIBITION DESIGN

7 years of experience

Exhibition Architecture, Communication spaces, meeting areas, presentational product designs as a part of transforming brand needs into the three-dimensional reality.

EVENT DESIGN

4 years of experience

Event planning, people flows, effective using of the event location, entertainment ideas, event lighting, press conferences, stage design, event decoration, etc.

STORE / SHOWROOM DESIGN

4 years of experience

Sport brand stores design, Store planning, Shopßwindow design, showcase design, Automotive showrooms interiors, Exterior Architectonic communications, planning etc.

IGOR IASTREBOV

CREATIVE DIRECTOR

ADDITIONAL SKILLS

COMMUNICATION DESIGN

7 years of experience

Creating brand communication concepts

PRODUCT DESIGN

4 years of experience

Solving all "small architecture" design task of the project

ARCHITECTURE

3 years of experience

Private houses, shopping buildings, office buildings

GRAPHIC DESIGN

1.5 years of experience

Support of spatial design project with custom made graphics

BASIC SKILLS

SKETCHING

Ball pen, Markers, Pencil sketching, Wacom tablet sketching, creating info illustration, concept stories

3D MODELING

High level of precision of 3d modeling using different approaches and software regardless of the shape complexity

VISUALISATION / RENDERING

Different styles of high standart static and animated visualisations

PRESENTATION DESIGN

Custom made presentation designs for the concept explanations

SCALE MODELING

Clay models, wooden models, architectural and interactive models

PROJECT PRESENTATION (CONCEPT SALE)

Personal presentation of the developed design concepts

PHOTOSHOOTING

Professional level of digital photoshooting of architecture and design

IMAGE MANIPULATION

All kind of digital work with the image material

RESEARCH

Professional deep research of brands, products and tasks

IGOR IASTREBOV

CREATIVE DIRECTOR

SOFTWARE

AUTODESK 3D MAX

Professional level of using based on 16 years of intensive experience

ADOBE PHOTOSHOP

Deep knowledge of all software's tool and its everyday use

ADOBE INDESIGN

Experience oriented on design of the project Presentations

ADOBE AFTEREFFECTS, ILLUSTRATOR, LIGHTROOM

Regular using as a support software in special situations

RHYNO, BLENDER

AUTODESK STINGRAY

Using as realtime visualisation and vr experience

UNREAL STUDIO / UNREAL ENGINE

VR Project presentation and VR modeling

CORONA RENDER

Intensive learning by using as alternative photorealistic renderer

V-RAY RENDER

Professional level of using to reach the high standart renderings

AUTOCAD, VECTORWORKS

Basic knowledge to work with the architectural data

MICROSOFT OFFICE

LANGUAGES

ENGLISH

Fluent knowledge based on classes and everyday use

GERMAN

B2 level of knowledge (Upper Intermediate)

ITALIAN

Basic level of knowledge

RUSSIAN

Mother language

IGOR IASTREBOV

CREATIVE DIRECTOR

AWARDS

GOLD WINNER

BEST TWO-STORY ENVIRONMENT
EVENT MARKETER MAGAZINE, USA

Design for the JLG Booth at the CONEXPO (designed for the Dimensional Communications Inc. company (USA))

WINNER RED DOT

communication award
RED DOT DESIGN AWARD, GERMANY

As a part of Design Team working on the SIEMENS exhibition stand at IFA BERLIN 2016

WINNER IF DESIGN

COMMUNICATION IN SPACE AWARD
IF DESIGN AWARD, GERMANY

As a part of Design Team working on the SIEMENS exhibition stand at IFA BERLIN 2016

PEUGEOT DESIGN AWARD

10 BEST selection in car-design
PEUGEOT CONCOURS DESIGN, FRANCE

Design of the concept of the future city mobility for the Peugeot brand.

BRONZE WINNER

AUTOMOTIVE DESIGN
CARDESIGNNEWS.COM AWARD, USA

Design of the car for Milleniums combining car sharing philosophy, city usage, electric infrastructure etc. Award organised in collaboration with Autodesk company and design was selected from more than 1000 participants.

SILVER WINNER

AUTOMOTIVE DESIGN
NISSAN DESIGN AWARD, UK

Design of the futuristic sports car for the nissan brand with the open mind and perspectives on bringing Nissan brand to the new level of desireness.

GOLD WINNER

ARCHITECTURAL RENDERING
RAR AWARD, RUSSIA

Annual architecture rendering award given in different categories, considering both sides realistic and conceptual.