

Teodora Frenyo

Art Director



Personal details

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Volunteer Work

Actively supports talent development, child protection efforts, and environmental conservation.

- Charity Marathon (Children's Emergency Service)
- Led Design for TEDx Kreuzberg (Berlin)
- Community Mask-Maker (COVID-19)
- Graphic Designer for Children's Organizations

Profile

Innovative and strategic **Art Director** with a strong foundation in visual arts, design, and brand storytelling. **T-shaped leader skilled** in guiding teams to create compelling analog and digital concepts that **blend creativity with business goals**. Passionate about pushing design boundaries to create visually striking, high-impact campaigns that drive engagement and elevate brand presence. Proven ability to blend **artistic vision with strategic execution** for exceptional results.

Employment

Creative Director

2016 –

[Teodesign, Berlin, Germany >](#)

- Drives **conceptual campaign** development and **strategic brand planning**, crafting compelling presentations and visual identities.
- Leads the design and implementation of marketing campaigns, integrating animation and motion graphics for enhanced brand engagement.
- Utilizes **AI-driven design tools** to create innovative and high-quality visual experiences.
- Develops **dynamic event visuals** and **interactive content**, ensuring market differentiation through strategic design solutions.

Creative Director

2010 – 2016

[Brandshui Marketing, Budapest](#)

- Develops and executes **comprehensive marketing and branding strategies**, building strong corporate images and brand recognition.

Adobe DTP Trainer

2010 – 2015

[Mesharray© Digital Media School, Budapest >](#)

- Provide expert-level instruction on Adobe Photoshop, Illustrator and InDesign to adult learners in training course settings.

Creative Director

2010 – 2015

[Eventrend Holding, Hungary](#)

- Directs visual strategy and execution for campaigns, events, and brand initiatives, ensuring brand consistency.

Creative Director

2005 – 2007

[Ogilvy & Mather, Hungary](#)

- Develops and implements visual concepts, overseeing marketing materials to enhance brand recognition and engagement.

Education

- Complete Wordpress Course Elementor
- Professional Life Coaching Certification ECA Accreditation
- Facebook Blueprint Certification Creative Strategy Professional
- Moholy-Nagy University of Art and Design

Skills

HARD Skills

- Design Proficiency
- Software Mastery
- Brand Development
- Motion Graphics

SOFT Skills

- Creative Leadership
- Strategic Collaboration
- Problem Solving
- Client Communication

TECH Skills

- Adobe Creative Suite
- Motion design
- AI Tools for Design
- AI Copywriting Tools

Languages

- English
- Spanish
- German
- Hungarian